

Chartered Banker

The Chartered Banker Institute is the only professional banking Institute in the UK. We are an educational charity, established by Royal Charter. We are the only body in the world able to confer the status of Chartered Banker to suitably qualified individuals. Throughout our existence, we have driven an agenda of ethical professionalism. We are committed to promoting professional standards for bankers, providing professional qualifications for retail, commercial and private bankers in the UK and overseas, and offering professional membership to qualified individuals. www.charteredbanker.com

ROLE PROFILE

Job Title: Global Head of Brand, Communications, & Marketing – 12 month FTC

Reports To: Chief Operating Officer

Direct Reports: Marketing and Events Manager, Content Marketer and Head of Public Affairs, Policy and Communication

Location: Flexible

Job Purpose:

The Head of Global Brand, Communication and Marketing works with the Institute Leadership Team to develop strategic plans and campaigns to grow the Institute's reputation, impact and influence as a global thought-leader and educator in responsible, professional banking.

They set the strategic direction of the Institute's marketing, brands, communication, thought leadership and governance for a global audience. Building international brands, (i.e. PRB academy) and positioning those brands, to support membership experience, client acquisition and growth in global partnerships and recognition.

Key remit of role: [OBJ]

This role leads and champions the global marketing function for the Institute, having responsibility for the development and execution of the full marketing campaign mix to drive the Institute's global growth ambitions.

This role requires a confident leader with a future strategic vision, who can drive the Institute's brand, communications and marketing position ensuring longevity and relevance.

You will create and lead a product development cycle, providing insights to the Institute's Leadership Team, developing pricing structures and strategies to bring the product to market. You are responsible for developing and delivering a sharp brand narrative to increase the Institute's global impact and influence, maximising brand perception and sentiment.

You will work with senior stakeholders and colleagues across the business to create buy in, enthusiasm and value for the marketing strategy at a senior level.

Duties & Responsibilities:

- Develop and lead the Institute's overall and international marketing strategy, aligned with commercial goals, and direct the execution of all marketing activities.
- Develop brand position, tone, and identity, raising the Institute's awareness and profile in key markets.
- Accountable for collaborating with colleagues to contribute to revenue growth by increasing sales through marketing activity.
- Create and lead the Institute's communication strategy to an international audience.
- Collaborate with Head of Marketing to build a high performing team and support global growth ambitions.
- Drive the digital marketing positioning (including but not limited to website UX, digital campaigns, social, SEO, SEM)
- Understand the competitive landscape and define approaches to differentiate the Institute's value-proposition in an international market.
- Develop go to market strategies for new and existing Institute products, ensuring the reach the right audience, with the right message at the right time.
- Oversee the Institute's Thought Leadership strategy and delivery.
- Lead the creative thinking, delivery, and communication of the brand across all markets.
- Lead the development of the Institute's content strategy to scale content globally, maintaining brand voice and style to grow the Institute's audiences.
- Liase with and influence senior stakeholders across the business to share marketing outputs, insights and prove value for the marketing, brand, and communications activity.
- Ensure all activity is measured and reported on, using key learnings to inform future strategies.
- Give the marketing function and strategy a future focus, building opportunity and development.
- Own the marketing budget, its allocation, management, and forecasting.
- Supply ongoing reporting to the board, develop actionable insights, test, and learn approach to new initiatives/suggestions.

Qualifications & Experience:

The job holder must have:

- Substantial experience in a senior marketing role.
- Proven experience in developing and executing marketing strategies.
- Strong experience of working with senior stakeholders.
- Excellent marketing knowledge and ability to execute compelling communications across all disciplines in equal measure, developing integrated strategies. of the full marketing mix.
- Ability to lead, coach and develop marketing capabilities within a team.

Skills:

- Excellent influencing, communications, and leadership skills.
- Strategic thinking and problem-solving abilities.
- Superior interpersonal and organisational skills.
- Passionate customer advocacy.
- Excellent knowledge of marketing principles, brand, product and service management.

- Grounded and confident with the ability to develop strong relationships at Exec and Senior Leadership level.
- Calm under pressure, adaptable and confident with change management.

Person Specification:

Champions our Core Values by showing:

- **Excellence** – through exceptional attention to detail and accuracy and consistently producing a high standard and volume of work within agreed timescales.
- **Innovation** - having the ability to problem solve and troubleshoot. Is innovative and driven and seeks ways to continuously improve and change processes and procedures.
- **Integrity** – being self-motivated, with proven ability to work effectively when unsupervised and/or under time constraints. Can prioritize and organize own and team's workflow daily and determine when it is appropriate to seek direction.
- **Collaboration** - The ability to build and maintain effective relationships with colleagues and clients.