

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:	Digital Marketing Coordinator
Reports To:	Head of Marketing
Hours:	Full time – 35 hours per week
Location:	London office
Salary:	£24,000 plus the Institutes benefits, to include: <ul style="list-style-type: none">○ 15% pension contribution of £3,600 (with a cash option)○ 27 days holiday plus 9 x UK public holidays

Job Purpose:

To support the Head of Marketing in the execution of both the digital marketing and marketing strategy for the Institute.

Key remit of role:

- To develop, support and implement a range of marketing advertising and promotional activities and to conduct analysis of such activities;
- Managing the Institute's website and provide in-depth reporting;
- Support the team with the design, execution and measurement of email campaigns;
- Monitor and analyse the success of digital marketing activity through Google Analytics and Siteimprove;
- Evaluating new strategies to maximise search engine optimisation and drive website traffic through paid advertising;
- Support the digital marketing team with the execution and reporting for paid social media advertising.

Duties & Responsibilities:

- Support with the planning, development and implementation of the Institute's marketing and communication strategies, to include online and social media strategies;
- Consult with all departments within the Institute providing support to each function ensuring the marketing strategy and business plan are achieved;
- Review and update web content in consultation with relevant teams;
- Create and maintain promotional literature, including liaising with designers and printers;
- Copywriting: creating engaging and relevant copy, ensuring a consistent brand message across a range of marketing channels in line with the Institute's thought-leadership strategy;

- Coordinate marketing campaigns, measuring results and reporting on results and trends;
- Conduct monthly analysis of website activity and Institute marketing campaigns;
- Collaborate with Marketing and Events Colleagues for promotion of Institute events throughout the year;
- Liaise with colleagues to gather and create content for monthly newsletter and Institute update;
- Engage and collaborate with IT on all matters related with the website;
- Attend meetings as and when required across all areas of the Institute, sharing knowledge and expertise;
- Support Head of Marketing on any project and advertising work as and when required.

Qualifications, Skills & Experience:

The job holder requires to have:

- 1 year's previous experience in a similar Marketing role is essential;
- Experience of Content Management Systems is essential;
- Proven experience in supporting marketing strategies and developing/improving marketing functions;
- Strong experience of working and engaging with business stakeholders;
- Strong copy-writing skills, accustomed to targeting a range of audiences using different creative approaches and techniques;
- Competent user of Microsoft Office, particularly Excel;
- Strong working knowledge of Google Analytics or other analytical tools such as Siteimprove;
- Excellent working knowledge of Social media, especially LinkedIn and Twitter;
- An understanding and a working knowledge of Customer Relationship Management (CRM), Microsoft Dynamics is desirable;
- A knowledge of developing and implementing effective SEO strategies is advantageous;
- Knowledge of Photoshop/design software along with basic skills of videography/photography are advantageous.

Person Specification:

- Innovative and driven, keeps up to date with new ideas and marketing and digital marketing initiatives;
- Strong written and verbal communication skills;
- Self-motivated, with proven ability to work effectively when under time constraints;
- The ability to build and maintain effective relationships with colleagues and clients;
- Ability to consistently produce a high standard and volume of work within agreed timescales;
- Planning & Organisation – can prioritise and organise own workflow on a daily basis and can prioritise tasks in line with delivery demand;
- Exceptional attention to detail and accuracy;
- Ability to problem solve and troubleshoot.

Person Specification

Champions our Core Values by demonstrating:

- **Excellence** – ability to manage a diverse workload and prioritise accordingly. Strong attention to detail and accuracy and consistently produces a high standard and volume of work within agreed timescales.

- **Innovation** – strong ability to problem solve and troubleshoot. Adopts a constructive and positive approach to influence others.
- **Integrity** – Is self-motivated, with proven ability to work effectively under time constraints. Can prioritise and organise own workflow on a daily basis and determine when it is appropriate to seek direction.
- **Collaboration** – excellent communicator with a proven ability to build, maintain and influence effective relationships with colleagues and stakeholders. Competent in responding proactively to direction from colleagues in the immediate and wider teams.

Please send your CV and covering letter to recruitment@charteredbanker.com

Closing date for all applications is Friday 24th May at 5pm.