

# 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](http://www.charteredbanker.com)*

## **ROLE PROFILE**

<b>Job Title:</b>	<b>Marketing &amp; Events Coordinator</b>
<b>Reports To:</b>	Marketing Manager
<b>Hours:</b>	Full time – 35 hours per week
<b>Location:</b>	Edinburgh or London office, with travel.
<b>Salary:</b>	£17,500 plus the Institutes benefits, to include: <ul style="list-style-type: none"><li>○ 15% pension contribution of £2,625 (with a cash option)</li><li>○ 27 days holiday plus 9 x UK public holidays</li><li>○ Non-discretionary bonus</li></ul>

*\*Please note that salary for candidates who wish to be based in London office will be discussed upon application.*

## **Job Purpose:**

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To support and assist the marketing department to ensure that all key events and marketing plans, including digital marketing are aligned and delivered to the Institute's strategic and operational plan.

## **Key remit of role:**

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- Co-develop and manage a schedule of Events throughout the year - ensuring that all Institute events are organised and successfully delivered
- Supporting and executing both marketing and digital marketing strategy throughout the Institute
- Liaising with internal and external stakeholders, contacts and partners regarding themes and opportunities

## **Duties & Responsibilities:**

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### **Events**

- Scheduling and organising of the Institute's events throughout the year. These include:
  - Young Banker of the Year semi-finals and final
  - CPD events
  - Various events and webcasts throughout the UK

- Finding suitable venues throughout the UK, liaising with them to ensure respective equipment, menus, and seating layout is in line with the event
- Booking confirmations and reminders if appropriate
- Engaging with 'guest speakers' and arranging for their attendance at said events
- Writing briefing notes for the events
- Preparing delegate packs and badges
- Reviewing post event questionnaires and feedback, providing insight to management
- Attending events when required, representing the Institute at all times
- Updating various databases and CRM with all activity undertaken
- Assisting with general queries from both internal and external stakeholders, advising or forwarding for guidance and/or support

### **Marketing**

- Assist with the implementation of the Institute's marketing and digital marketing plan
- Conducting surveys, both internal and external to help improve the Institute's services and the added value of membership
- Analysing survey results in line with the strategic business plan
- Copy editing of articles, literature and emails, reviewing and collaborating with external suppliers. These include the Annual Report and Chartered Banker magazines.
- Collaborate with Head of Public Relations in promoting both the Institute and the Institute's events
- Continually review the Institute's website content strategy providing supporting statistics on changes
- Promote value of membership and develop new campaigns to continually improve, eg. Mentoring and 2025 Foundation
- Oversee the Institute's Social Media Plan, providing regular updates and business insights
- Develop external advertising and social media campaigns for specific audiences, for example Young Banker of the Year
- Social Media advertising across all platforms (LinkedIn & Twitter in particular) and analysing results using various tools, such as Google Analytics

### **Qualifications, Skills & Experience:**

#### **The job holder requires to have:**

- 3 years previous experience in a Marketing & Events role is essential
- Proven experience in devising and improving marketing/events strategies
- Strong experience of working and engaging with business stakeholders
- Competent user of Microsoft Office, particularly Excel.
- Working knowledge of Microsoft Dynamics CRM is preferable
- Excellent working knowledge of Social media, in particular LinkedIn and Twitter

### **Person Specification:**

- Innovative and driven

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- Strong written and verbal communication skills
- Self-motivated, with proven ability to work effectively when unsupervised and/or 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 and teams 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

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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](mailto:recruitment@charteredbanker.com)

Closing date for all applications is **Friday 18<sup>th</sup> May 2018 at 5pm.**

***\*\*Interviews will take place on Wednesday 30<sup>th</sup> and Thursday 31<sup>st</sup> May 2018\*\****