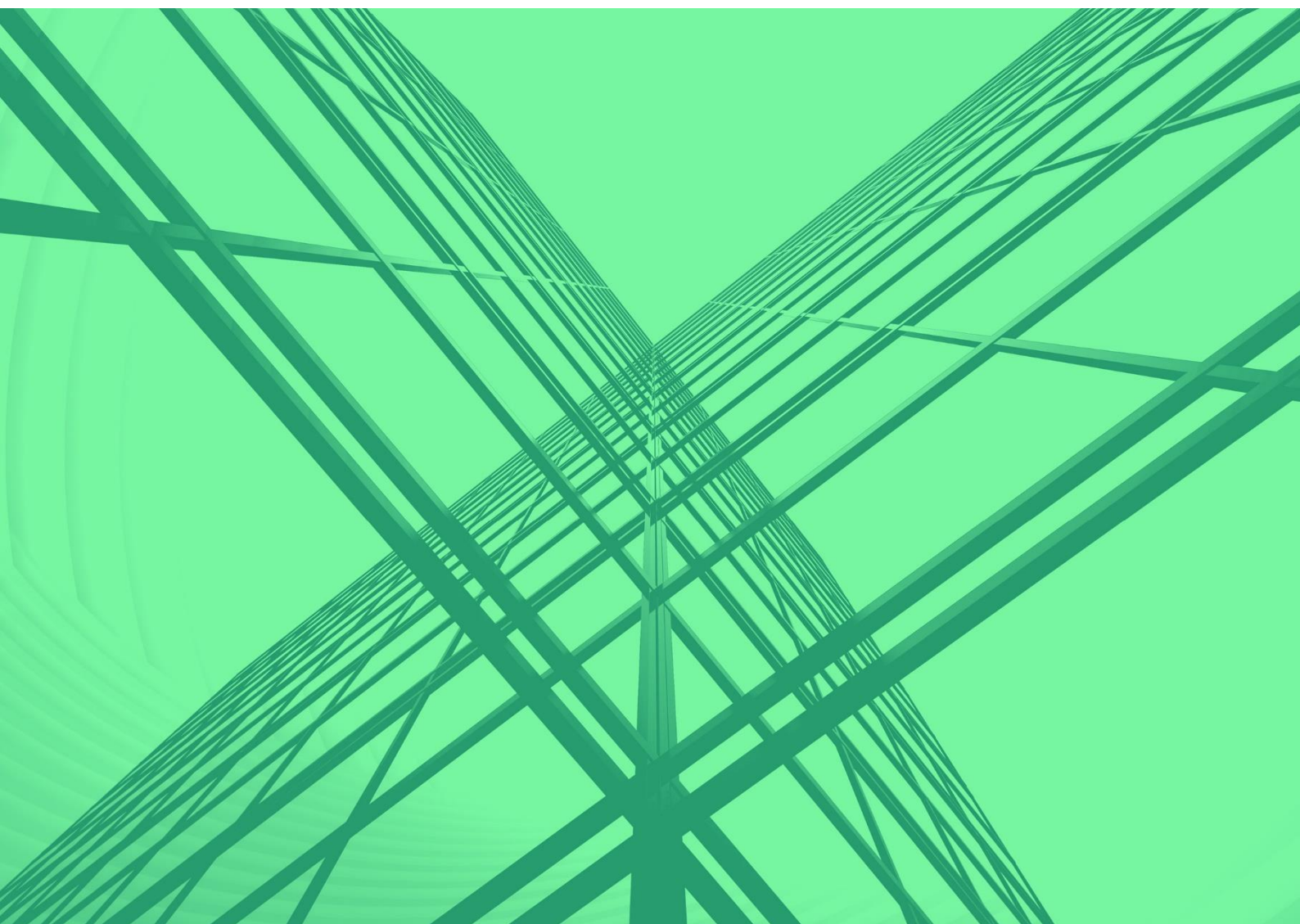


Digital Marketing Executive

CANDIDATE PACK

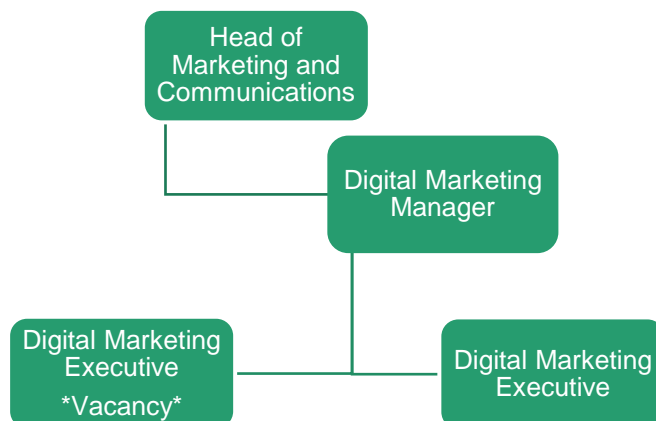
Full Time

35 hours per week



The Marketing and Communications Team

Our Digital Marketing and Communications team are a small team of three that report into the Head of Marketing and Communications.



As the Digital Marketing Executive, you will work closely with the other members of the Marcomms team to support our internal and external client base, providing advice on product development and marketing and communications strategies.

This will focus on the recruitment, retention, and management of our 30,000+ members, as well as the promotion of our commercial activity such as courses, events, and publications. You will be required to build your knowledge of our products and internal client teams to deliver effective campaigns and communications strategies for them.

You will work with the Digital Marketing Manager to deliver projects utilising the entire marketing suite, including client briefing, campaign planning, content creation, and analysis and reporting. This will require you to manage both internal client teams and external contractors to ensure each project is completed to the highest standard.

This role will also require you to think creatively to identify and develop new markets and opportunities; to look outside the Institution's existing membership base and contribute to the increase in revenue.

As part of the team, you will support your colleagues, as well as our Regional Groups, to implement the brand and ensure appropriate usage across the Institution.

This is a fantastic opportunity to undertake a truly varied role, really immerse yourself into a small organisation and feel that your contribution is making a difference.

Why work for the Institution?

Working for the Institution of Structural Engineers is an opportunity to learn, develop and make a difference.

Join our team of approximately 74 employees and help support our vision to lead, support and nurture the development of structural engineering worldwide.

Our head office is only a short walk from Barbican, Old Street and Farringdon. It's bright, modern and open-plan, supporting a collaborative environment.

We pride ourselves on the flexibility we can provide to our staff and offer a wide variety of benefits to enhance your work life balance and wellbeing as detailed later in this pack.

To thrive with us, bring:

- An open-minded and flexible approach. Enhance our diverse and inclusive team.
- A creative attitude to work. Help us strengthen and improve in a workplace where you are encouraged to innovate and share new ideas.
- Enthusiasm and commitment. Provide our members with the best service possible to maintain our worldwide respected status.
- A friendly and communicative approach. Fit in to our small organisation where staff know each other well and strive to work collaboratively.
- The ambition to take on new challenges. We always look to the future to embrace change, so we continue to evolve.

For more information, please read on :

Full job description and person specification pages 4 - 8

Salary and package details page 9

Recruitment information page 10

More about us :

Our organisation, governance and values page 11- 12

Organisational Structure page 13

Job description and person specification

1. Job details

| | |
|--------------------|---|
| Job title: | Digital Marketing Executive |
| Reports to: | Digital Marketing Manager |
| Date: | June 2024 |
| Location: | The Institution's HQ, London or elsewhere as reasonably required. |

2. Job purpose

Work with the Digital Marketing Manager to deliver multi-channel marketing and communications projects from inception to end, in line with the brand, to help the Institution achieve our core mission of supporting and promoting the structural engineering profession and to raise public awareness of the Institution.

To build knowledge of, and develop a relationship with, teams within the Institution in order to deliver marketing campaigns and communication strategies aligned to our personas.

To support the Digital Marketing Manager in the recruitment and retention of members at all grades and all career stages.

To support the Digital Marketing Manager in the marketing of commercial products, including events, CPD courses, and publications to ensure that commercial targets are met.

Identifying new markets and opportunities for both membership and commercial targets within the wider structural engineering profession and its neighbouring industries.

To track and report on the progress of campaigns, providing data analytics to support future decision-making and make recommendations for improvements.

3. Role and responsibilities

Digital Marketing and Communications

1. Collaborate with the Digital Marketing team to provide advice to client teams on product development and marketing and communications strategies.
2. Work within the Institution's overarching marketing and content strategies, using Institution personas to guide product development and subsequent marketing.
3. Work within the Institution's brand guidelines, ensuring any comms material is aligned with the Institution's vision, values and tone of voice; acting as a 'gatekeeper' of the brand to both

internal and external stakeholders.

4. Work with the Digital Marketing Manager on campaigns for both internal and external client teams through the entire marketing/engagement lifecycle. Pro-actively suggest remedial actions should targets be at risk of not being met. This would include:
 - a. Identifying the most appropriate channels (website, social media, email, PPC, SEO, news release, etc)
 - b. Collaborating with external contractors to create collateral that supports effective marketing to achieve client goals.
 - c. Creating a variety of traditional and digital content and collateral to support campaigns (web pages, emails, social posts, infographics, images, printed flyers and events programmes, audio, video, etc)
 - d. Disseminating collateral according to the agreed plans
 - e. Ensuring that own work and the work of colleagues in other teams (for example Digital Editors, Membership, Technical etc) is produced to a high standard, is brand compliant, and effectively supports the marketing/campaign at hand
5. Use IStructE Microsoft Dynamics CRM and relevant systems to deliver email communications and campaigns; Hootsuite to manage social posts and other systems as required.
6. Support the Regional Groups with marketing and communications matters and help them implement the brand correctly.
7. Source and stock merchandise including giveaway items for conferences, events, education activities etc and high value gifts for senior staff and the President; and support Regional Groups in the procurement of these items.

New market development

8. Assist in the development of audiences outside of Institution membership - with a particular focus on international, semi-detached, and niche markets.
9. Research possible alliances, partners, suppliers and others (eg structural engineering institutions in other countries) that may be valuable in reaching new markets. Develop and maintain these relationships.
10. Explore ways to re-engage with disengaged members and non-members; develop and deliver (re)engagement plans.

Data analysis and reporting

11. Use analytics, CRM reports, and third-party tools to track and monitor campaign performance. Provide regular reports to stakeholders and give recommendations for improving our communications strategy.
12. Monitor overall channel performance, engagement, and reach across all platforms and make recommendations for improvement.
13. Report on all campaigns and develop a dashboard to relay during team meetings.
14. Research and monitor current digital and traditional marketing trends, platforms, tools and applications and make recommendations to enhance our communications activity.

Digital transformation

15. Supporting the Institution's continued digital transformation programme.

4. General responsibilities

1. Attend and proactively input into team/Directorate meetings. Contribute to the development and implementation of the content strategy.
2. Make suggestions for improving processes, systems, etc. that support the efficiency and stability of the Communications Directorate and Institution.
3. Comply with all Institution policy and procedures, in particular mailing list management and GDPR.
4. Any other reasonable ad hoc duties as requested.

5. Communications and working relationships

1. All employees of the Institution, in particular the teams that you are assigned to partner with.
2. All members of the Institution, including Regional Group representatives who will be liaised with regularly in this role.
3. External agencies and freelance~~s~~.
4. External PEIs, sponsors and other commercial partners.

6. Knowledge, skills and experience required

| Criteria | Essential/Desirable |
|---|---------------------|
| <u>Qualifications and Knowledge</u> | |
| Educated to degree level (ideally in Marketing) | E (D) |
| An understanding of membership campaigns and communications | E |
| Demonstrable understanding of digital and traditional marketing and social media (ideally within a membership organisation, professional body or non-profit organisation) | E (D) |
| <u>Skills</u> | |
| Excellent project management skills | E |
| Ability to work independently and to prioritise and manage multiple projects under pressure to meet tight deadlines | E |
| Proven copywriting ability with attention to detail and ability to critique own work and that of others | E |
| Excellent written and oral communication skills with the ability to present and explain detailed information to a range of audiences | E |
| Ability to be creative, with an eye for design detail to develop innovative concepts to drive effective engagement campaigns | E |
| Excellent interpersonal skills; client focused with a professional approach to work, colleagues and external contacts | E |
| Flexible and resourceful with the ability to work collaboratively in a small team and other departments | E |
| Ability to manage external suppliers (copywriters, designers, photographers, etc.) | E |
| <u>IT Skills:</u> | |
| Word/Outlook/Excel and PowerPoint to advanced standard | E |
| Working knowledge and application of Adobe Suite | D |
| Working knowledge and application of mass email systems | E |
| Working knowledge and application of CMS | E |
| Working knowledge and application of Analytics reporting tools | E |
| Working knowledge and application of Project Management systems | E |
| Basic knowledge of HTML | E |
| <u>Experience</u> | |
| Planning and delivering multi-channel communications campaigns in a brand-led environment (preferably gained in a membership organisation, professional body, not for profit organisation or similar) | E (D) |
| Creating engaging content for multiple channels | E |

| Criteria | Essential/Desirable |
|---|---------------------|
| Writing targeted copy for a range of technical and non-technical audiences and purposes. | E |
| Managing and/or updating website content, functionality and user journeys to increase awareness, drive engagement and improve conversion rates. | E |
| Mass and segmented email marketing. | E |
| Managing social media channels and providing relevant and consistent content production and undertaking moderation. | E |
| Working with external designers/suppliers; creating briefs and managing through to delivery. | E |
| Evaluating and reporting on digital and offline communications activity. | E |
| Contributing to a content, marketing or communications strategy. | D |
| Providing general administration support, responding to emails, processing invoices, etc. | D |

This job description does not form part of the contract of employment and may be subject to change.

Salary and package details

Salary: £32,000 per annum

Contract: Full time – 35 hours a week within a flexi-time system

Benefits: The Institution offers a range of non-contractual discretionary benefits including:

Benefits on commencement:

- Life Insurance (death in service benefit)
- Eye care and glasses- eye tests paid for and contribution towards any glasses specific for DSE use
- Access to some parts of the employee assistance programme (UNUM Lifeworks)
- Pension- can join the pension scheme from any date after commencement in Tier one (employer 5%, employee 3% minimum contributions)
- As of the 01st January 2023, 25 days paid annual leave (increasing with service to 28 days) plus bank holidays and flexi leave

Benefits from three months:

- Pension- automatic enrolment in Tier one: employer 5%, employee 3% minimum contributions
- Pension- you can request to join Tier two: employer 8%, employee 5% minimum contributions
- Full pay sickness absence up to 65 days in a 12-month rolling period
- Income protection insurance: you may be eligible for this support if you are absent due to sickness for a continuous period of 13 weeks or more, subject to acceptance of the claim
- Full access to our employee assistance programme which includes a discounts and savings platform (Lifeworks)
- Full access to additional health services (e.g. counselling, physio, virtual GP) via an app-based service (Help@hand)

On successful completion of a 6-month probation period, you will be eligible to the following optional benefits:

- Private medical insurance (PMI) currently provided by AXA (voluntary and subject to tax and NI)
- Health cash plan, currently provided by BUPA (voluntary and subject to tax and NI)
- Reimbursement of an agreed and appropriate Membership subscription
- Season ticket loan (non-taxable)
- Paid parental leave at rates of pay higher than statute, subject to service requirements as per the current policies

Recruitment information

Applicants must possess a current right to work in the UK.

The Institution does not hold a visa sponsor licence, therefore, applicants who do not have the right to work in the UK and/or require visa sponsorship in order to continue working in the UK cannot be considered.

The selection process will consist of a job-related assessment followed by a virtual interview with the manager for this post (Digital Marketing Manager) and a member of the Human Resources Team. The interview will comprise of competency questions designed to test your skills and experience required for this role. It also gives you the opportunity to ask any questions you may have about the role, the team or the Institution. The second stage of the selection process will be a face-to-face interview with the Digital Marketing Manager and Head of Marketing and Communications.

We want to support you. If you require any reasonable adjustments during our recruitment process, this could be for the application, assessment and/ or interview, please let us know as soon as possible so that adequate provisions can be made for you.

The Institution of Structural Engineers

With over 30,000 members working in 105 countries, we are the world's largest membership organisation dedicated to the art and science of structural engineering.

The Institution is an internationally recognised source of expertise and information concerning all issues that involve structural engineering and public safety within the built environment.

The core work of the Institution is to support and protect the profession by upholding professional standards and acting as an international voice on behalf of structural engineers.

Governance

The Institution of Structural Engineers is governed under its Royal Charter, bye-laws and the applicable regulations.

The Institution Council consists of the President, Vice-Presidents, past Presidents, representatives of regional groups and members who are elected for a period of three years. The Institution is supported by an executive of 65 staff. The Board is the governing body of the Institution. Its members are the Institution's Trustees.

Our values

We strive towards a structural engineering profession that is built on competence, accessibility, and community.

Competence

Championing competence is at the core of everything we do.

We offer a wide range of opportunities for our members to develop, refresh and extend personal competencies. We also help members specialise by offering tailored courses, resources and specialist qualifications.

Accessibility and diversity

We are committed to making the structural engineering profession more accessible. We are constantly reviewing our routes to membership to provide flexibility in the process, offering more choice for all our candidates.

We value diversity and the perspectives people from different backgrounds bring to the engineering profession. We work with other professional bodies and our members to identify and remove barriers to anyone becoming a structural engineer.

Community

We work to create an international community of structural engineering excellence, facilitated by our digital platforms, Regional Group activity and networks of special interest.

For more detailed information about the Institution please visit our [website](#).

Our Work

Climate Change

The climate emergency is the greatest threat to our planet. Structural engineers have a responsibility to help mitigate its effects by changing the way buildings and infrastructure are designed, commissioned and constructed. The Institution, our [Climate Emergency Task Group](#) and [Sustainability Panel](#), supports these vital efforts through its role as an international centre of knowledge, sharing information and opinion with its membership and beyond.

Resilience

The Institution support the efforts to build [resilient](#) communities- taking measures to avoid, reduce, resist and aid recovery from extreme events including Tsunamis, flooding, explosions and seismic events. Our [Humanitarian and International Development Panel](#) as well as our [Seismic and Dynamic Events Panel](#) includes experts from regions around the world. They help structural engineers confront the challenges faced by the poorest and most vulnerable people and progress activities to support the development and understanding of seismic and resilient design.

Safer Structures

Structural engineers consider the safety of structures from design and construction through to operation and demolition, in accordance with local legislation. The [Institution of Structural Engineers](#) along with [CROSS](#) investigates failures and near misses (including [Grenfell](#)) in order to share knowledge and insight to Structural Engineers to avoid any potential or future disasters.

Young Members

IStructE is committed to ensuring the profession of Structural Engineering is accessible to everyone. We offer tailored visits, events and networking opportunities to our [young members](#) to help them get support at a crucial time in their career. Our values extend to our work in [education](#) that encourages young people from diverse backgrounds to choose and access structural engineering careers.

Support

Our [Benevolent Fund](#) offers support to current and former IStructE members and their dependants going through tough times who may need financial support. Partnered with Anxiety UK, our members will also be able to quickly access therapeutic support if needed and have access to a range of learning materials to support managers and their staff on mental health awareness.

Organisational Structure

