



Role profile

Job title	Marketing Manager, Technical Strategy
Reporting to	Head of Technical Strategy Services Group
Detail	35 hours per week, CAH-based

Role family	Management responsibility:	
Services Group	Does this role have management responsibility for others? No	Specialist

Overall purpose of role

Devise strategic marketing and brand plans and expertly lead the implementation of marketing campaigns and tactical activities for ICAEW Faculties and Technical Strategy to achieve revenue targets from individual and corporate subscriptions, increased member engagement and retention, and work to raise the profile and extend the reach of ICAEW Faculties in line with ICAEW strategy.

Main responsibilities of role

Work collaboratively across the Faculties, Technical Strategy and the ICAEW more broadly to design and implement effective marketing strategies, plans, campaigns and tactics that achieve Technical Strategy's operational objectives. The role requires strong relationships with a diverse array of internal and external stakeholders and close collaboration with other marketing specialists across ICAEW.

- Work collaboratively and use data, research, insight and industry best-practice to develop strategic, effective and innovative marketing and brand plans to achieve Faculties individual and corporate membership revenue targets.
- Plan, manage, implement and monitor marketing campaigns and activity to encourage membership growth, renewal and retention, including ownership of budgets, timelines, project delivery and tracking ROI on all activity.
- Prepare and use data reporting and data-analysis to inform campaign development, evaluate effectiveness and to communicate opportunities, trends and performance with key stakeholders, with ROI being a key consideration, and to continually improve marketing processes.
- Act as a brand champion, and key relationship manager for marketing and brand activity, and promotional opportunities across ICAEW for the Faculties and Technical Strategy, influencing where appropriate to ensure maximum marketing opportunities.
- Lead the creation of compelling brand and marketing collateral for the Faculties and Technical Strategy across all channels including promotional briefs, copywriting, print, web, social media, email, events etc.
- Specific duties will vary from time to time in line with the business needs.

ICAEW values – all staff are expected to work to these values

The 3 i's – Initiative Insight and Integrity

The 3 i's are the values that drive our attitude and approach to working at ICAEW, along with our ways of working being agile, collaborative and innovative.

Initiative

- Actively collaborating to identify needs and look for innovative solutions.
- Bring together different groups and communities to work together.
- Empowering people to be agile, so they can take ownership and harness the collective efforts of ICAEW in a flexible and responsive way.

Insight

- Actively gathering insights to develop innovative and considered thought.
- Collaborating with our networks to voice different perspectives and insights internally and externally to stimulate discussion and debate.
- Being agile in finding new and timely ways to provide understanding and insight to our members, organisations and government

Integrity

- Acting with transparency, consistency and openness as Integrity underpins all activity we undertake.
- Standing by your principles to adhere to the highest professional standards even when facing adversity.
- Doing the right thing, even when no one is looking.

Candidate profile

- A good standard of education with relevant professional marketing qualification(s).
- Demonstrable experience leading, implementing and measuring multiple marketing strategies in a memberships, subscriptions, CPD and/or professional services environment, or technical/ leadership and professional development background.
- A marketing specialist with a proven track record of pragmatic, collaborative and inclusive working practices with strong digital, communication, presentation, budget and planning skills, and with a high-level of accuracy and attention to detail.
- An experienced self-starter with personal credibility to liaise with diverse stakeholders and senior colleagues including the ability to consult, influence, negotiate and persuade with patience, tact and diplomacy and the ability to bring others on board.
- Demonstrable track record of achieving commercial outcomes through content, brand and multi-channel marketing including CRM, email, digital, social, print etc.
- Keen interest in understanding and explaining complex/technical issues, identifying key messages and communicating creatively and with impact across mediums/channels.