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Job title	Marketing Assistant
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Role family	Management responsibility:	
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Global Student Recruitment & Marketing	Does this role have management responsibility for others? No	Team contributor
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Overall purpose of role

To support the delivery of a programme of marketing activity to engage potential and current authorised training employers. This role will provide administrative support for various digital marketing channels, such as email, SEO, PPC and social media. It will take responsibility for data processing and analysis of both internal and external activity. The role will also support the wider GSR&M team with ad hoc key projects such as virtual careers fairs.

Main responsibilities of role

- Build email templates in Dotmailer and write copy for monthly e-newsletters.
- Create mailing lists based on specific segments, criteria and information.
- Develop content for various social media channels – both paid and organic activity
- Analyse the success of social media campaigns and make recommendations to improve engagement
- Liaise with external agencies to create media assets and marketing collateral
- Conduct SEO administrative tasks such as optimising page titles and meta descriptions
- Support the implementation and analysis of PPC campaigns
- Assist with the production of case studies across all formats
- Manage website updates via CMS
- Provide webinar support when needed
- Research and collate employer industry trends to inform marketing campaigns
- Cleanse data so that information stays up to date, relevant and compliant with data protection law.
- Raise purchase orders and job numbers as required
- Support administration of wider student recruitment activity at peak times, such as virtual careers fairs.
- This role may require some travel.
- 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

- Good IT skills, including Word and Excel essential
- Excellent attention to detail
- Strong planning and organisation skills
- Social media experience
- Experience of copy writing preferred