JOB DESCRIPTION

Position: **Marketing Executive**

(Website and App Management and Development)

Band: **5**

Department: **Marketing & Sales**

Reports to: **Director of Events & Engagement**

Hours: **35 hours per week (full-time)**

Location: **Homebased (with travel to events and meetings as required)**

Overview:

The Institute of Leadership is a dynamic and forward-thinking membership association dedicated to helping more people become better leaders more of the time. We are the professional body for an active, international community of over 50,000 leaders, managers, coaches and mentors – and we are much more than that. We create world–class tools, deliver award–winning e–learning and undertake practical research to help unlock individual leadership potential. The Institute serves as a hub for leadership professionals across the globe, offering valuable resources, networking opportunities, and development programs to enhance careers and 'Inspire great leadership, everywhere'.

Job Purpose:

Reporting to the Director of Events & Engagement, this Marketing Executive role is responsible for managing and developing the Institute's website and app, ensuring that they are user-friendly, visually appealing and aligned to marketing objectives, to enhance the Institute's online presence and drive customer engagement.

Role and Responsibilities:

- Collaborate with stakeholders to oversee the management of our website and app, ensuring they are up-to-date, functional, and user-friendly.

- Develop customer journeys via digital channels (e.g. website and app) to increase conversion and customer engagement.

- Collaborate with cross-functional teams to develop and implement strategies for website and app improvement, aligning them with marketing goals to drive user acquisition, retention and conversion rates.

- Conduct regular audits to identify and collaborate with stakeholders to address any technical issues or bugs promptly, ensuring a seamless user experience.

- Optimise website and app performance through A/B testing, analysing user behaviour, and implementing conversion rate optimisation strategies to increase engagement and

conversion rates.

- Collaborate with external SEO agencies to develop and implement SEO strategies to improve search engine rankings and drive organic traffic to our website and app, to increase visibility and user acquisition.

- Create engaging and persuasive content for landing pages, app descriptions, and other digital assets to attract and retain users and effectively communicate the Institute's brand message and value proposition.

- Stay up to date with industry trends and best practices in website and app development and management, incorporating new technologies and features into our digital platforms to remain competitive and innovative.

- Collaborate with designers and developers to ensure the visual and functional aspects of our website and app are consistent with our brand identity.

- Manage the integration of third-party tools and plugins to enhance website and app functionality and improve user experience.

- Ensure compliance with all relevant policies, regulations, and ethical standards in marketing activities.

- Participate in Institute projects and initiatives to further the Institute's mission and achievement of objectives.

- Uphold the Institute's values and mission in all interactions, fostering a positive a professional reputation within the industry and wider community.

- Any other duties, as may be required by your manager for the successful performance of your role, ensuring flexibility and adaptability in contributing to the Institute's goals and objectives.

Skills & Experience:

Essential
- Previous experience in marketing, computer science or related field.
- Previous experience in managing websites and apps, including development, optimisation, and utilisation of frameworks and platforms.
- Strong understanding of website and app development technologies, such as HTML, CSS, JavaScript, and mobile app frameworks.
- Proficiency in content management systems and analytics tools.
- Working knowledge of SEO best practices and experience with SEO tools.
- Familiarity with A/B testing, app analytics, conversion rate optimisation, and user experience design principles.
- Excellent written and verbal communication skills, able to write clearly and interact well with audiences at all levels.
- Able to think creatively and generate innovative ideas.
- Excellent organisational skills to ensure multiple projects are delivered within scope, time and budget.
- Strong team player and contributor with a collaborative approach to tasks, sensitive to others needs and pressures.
- Detail orientated with a strong sense of accountability and commitment to delivering high quality work.
- Excellent working knowledge of MS Office 365, Outlook, communication tools (Teams or

Zoom) and the internet.
- Able to prioritise own workload and work on own initiative, unsupervised and to strict deadlines.
- Takes ownership and responsibility for personal actions/ contributions to projects.
- Have an understanding and appreciation of the contribution that leadership makes to organisational strategy and effectiveness, with a desire to 'make a difference' in line with not-for-profit and charitable objectives.
- Willingness to travel.

Desirable
- Experience in the not-for-profit or membership sector with familiarity in the unique challenges and opportunities associated in these sectors and business models.
- Knowledge of digital marketing principles, such as email marketing, paid advertising and content marketing.
- Knowledge of Content Rate Optimisation techniques.
- Experience in using Microsoft Dynamics (marketing) CRM and UX/UI design principles.
- Knowledge and understanding of GDPR/ PECR regulations.
- Full UK Driving licence.
- Project management experience.