

JOB DESCRIPTION

Position: **Marketing Executive**

(Copywriting, Proofing, Press Releases, and Membership Publication Management)

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 creating compelling copy for our website, proofreading marketing materials, writing press releases, and managing our membership publication; Edge, to increase brand visibility and promote growth that contributes to our growth strategy.

Role and Responsibilities:

- Craft engaging and persuasive copy for various marketing materials, including website content, brochures, emails, social media posts, and advertisements, to effectively communicate our brand message and promote our products and services.
- Proofread and edit marketing materials for accuracy, grammar, and consistency, ensuring a high standard of quality and professionalism.
- Write and distribute press releases to media outlets, industry publications, and other relevant channels to generate awareness and coverage for our company, products, and events.
- Develop and maintain relationships with journalists, editors, and influencers to facilitate media coverage and secure opportunities for interviews, features, and guest contributions to further the Institute’s reach and thought leadership in the industry.

- Coordinate with our publishers the timely production and distribution of our regular membership publication, Edge, including editing, layout design and content with our contributors.
- Collaborate with various teams, including design, content, and digital marketing, to ensure cohesive messaging and branding across all marketing channels and materials.
- Conduct market research and competitor analysis to identify trends, opportunities, and best practices for our marketing strategies and content development.
- Monitor and analyse the performance of marketing campaigns, content engagement, and media coverage, providing insights and recommendations for optimisation and improvement.
- Stay up to date with industry trends, emerging technologies, and best practices in copywriting, proofreading, press releases, and content marketing to continuously enhance our marketing efforts.
- Assist in managing and maintaining our brand guidelines and style guide, ensuring consistency and adherence to our brand standards across all marketing assets.
- 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 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 copywriting, proofreading, press releases, and content management, preferably in a marketing or communications role.
- Exceptional writing, editing, and proofreading skills, with a strong attention to detail, command of grammar, spelling, and punctuation.
- Experienced in writing and distributing press releases to media outlets and industry publications.
- Experienced in coordinating the production and distribution of publications.
- A creative mindset with the ability to develop compelling and persuasive copy that resonates with our target audience.
- Ability to develop and maintain relationships with stakeholders at all levels, both internally and externally.
- Excellent written and verbal communication skills, able to write clearly and interact well with audiences at all levels.
- Familiarity with digital marketing platforms, content management systems, and social media channels.
- Strong analytical skills and ability to interpret data.
- 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.
- Experience in using Microsoft Dynamics (marketing) CRM and SEO principles.
- Familiarity with design software (e.g. Adobe Creative suite)
- Knowledge and understanding of GDPR/ PECR regulations.
- Full UK Driving licence.
- Project management experience.