

## JOB DESCRIPTION

**Position:** Marketing Coordinator

**Band:** 6

**Department:** Events & Engagement

**Reports to:** Director of Events and 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:

The Marketing Coordinator will play a key role in supporting the Marketing team, working closely to streamline workflows, ensure alignment, and take on essential administrative and content-related tasks. This role requires a proactive, detail-oriented individual with strong digital marketing and organisational skills.

### Role and Responsibilities:

#### Content and Digital Marketing

- **Podcast Coordination:** Manage and execute the promotion and coordination of the podcast, ensuring smooth communication with guests and internal teams to facilitate timely episode releases and increased listener engagement.
- **Social Media Content:** Support the Marketing Team to develop and schedule engaging and relevant content using existing resources, ensuring consistency across platforms to drive audience engagement and positive feedback.
- **Email Marketing:** Create, schedule, and optimise email campaigns using DotDigital or similar platforms ensuring high open and click through rates, reduced bounce rates and consistent campaign delivery.

#### Market Research and Campaign Support

- **Competitor Research:** Conduct timely and well documented industry research ahead of campaigns, providing data-driven insights at campaign kick-off meetings to support strategic decision-making.

- **Website Content Pages:** Maintain and update website content to ensure accuracy, relevancy, and engagement, improving page performance and user experience.
- **Event Landing Pages:** Manage and optimise event landing pages, ensuring clear and compelling content that drives registrations and enhances audience engagement.

#### **Brand and Quality Assurance**

- **Proofreading and Brand Consistency:** Review and refine marketing materials to ensure high quality and accurate content that aligns with brand guidelines and strengthens consistent messaging.
- **Marketing Team Support:** Assist with content coordination, asset management, and production to ensure efficient workflows and smooth execution of marketing initiatives.
- **Participation in Initiatives:** Continue the broad contribution to cross-departmental organisational projects to enhance product and service offering.
- **Uphold Organisation's Values:** Collaborate with colleagues to uphold the Institute's values and mission in all interactions, fostering a positive professional reputation within the industry and wider community.
- **Other Duties:** Any other duties as may be required by your manager for the successful performance of your role, ensuring the flexibility and adaptability in contributing to the Institute's goals and objectives.

#### **Skills & Experience:**

##### **Essential**

- Relevant experience in a marketing, communications, or digital marketing role.
- Strong content creation and proofreading skills, with excellent attention to detail.
- Experience in using email marketing platforms (e.g. DotDigital, Mailchimp) to create and optimise campaigns.
- Familiarity with social media management, scheduling tools, and engagement strategies.
- Ability to conduct research and extract key insights to support campaigns.
- Strong organisational and multitasking skills, with the ability to manage multiple projects and prioritise actions effectively.
- Excellent written and verbal communication skills, able to write clearly and interact well with audiences at all levels
- Ability to develop and maintain relationships with stakeholders at all levels both internally and externally.
- Collaborative team player with a sensitive approach to others' needs and pressures.
- Excellent working knowledge of MS Office 365, Outlook, communication tools (Teams or Zoom) and the internet.
- Ability to prioritise own workload on work on own initiative, unsupervised and to strict deadlines.
- Flexibility and adaptability in contributing to the Institute's goals and handling additional duties.
- Takes ownership and responsibility for personal actions/ contributions to projects.
- Willingness to travel.

**Desirable**

- Experience working in or knowledge of the non-profit, membership, or leadership development sectors, with familiarity in the unique challenges and opportunities associated with these sectors and business models.
- Knowledge of website content management systems (CMS).
- Experience in using Microsoft Dynamics (Marketing) CRM and SEO principles.
- Basic graphic design or video editing skills using tools like Canva or Adobe Creative Suite.
- Experience in podcast production or coordination.
- Knowledge and understanding of GDPR/PECR regulations.
- 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.
- Full UK Driving licence.