

JOB SPECIFICATION – November 2018

Marketing Executive

HIGH LEIGH CONFERENCE CENTRE



CHRISTIAN CONFERENCE TRUST

ROLE DESCRIPTION

Job Title: Marketing Executive

Reports to: Marketing Director

Work Base: High Leigh with occasional travel to all CCT centres, involving overnight stays.

Working hours: Monday to Friday. Occasional weekends if necessary.

Job Purpose

- ☐ The Marketing Executive will support the Marketing Director in the successful delivery and implementation of the annual marketing strategy and marketing plan.
- ☐ To contribute in establishing CCT as the UK's first choice Christian conference facility provider.

Key responsibilities/ accountabilities:

- ☐ Develop and effectively use, an in depth understanding of the competition identifying opportunities and threats to each CCT centre, both locally and nationally, to create informed marketing insight.
- ☐ Gather, measure and report on feedback from customers, e.g. NPS scores.
- ☐ Support the Marketing Director with the execution and deployment of marketing campaigns and collateral.
- ☐ Collate data and prepare marketing statistics throughout the year.
- ☐ Production of the weekly marketing status report.
- ☐ Manage the production and execution of effective branded social media communications.
- ☐ Pro-actively manage the company website content for relevance, optimisation, hit rate and conversion rates.
- ☐ Measure performance of digital marketing efforts using a variety of web analytic tools.
- ☐ Production of the activity planner for distribution to internal and external stakeholders.
- ☐ Responsible for taking ownership of various marketing projects throughout the year under the supervision of the Marketing Director.
- ☐ Contribute ideas and suggest new initiatives or areas of improvement.
- ☐ Build a strong relationship and network with the local communities as part of CSR strategy.
- ☐ Day to day management of the CCT marketing budget.
- ☐ Keep the sales team abreast of all external marketing communication activity.
- ☐ Develop, co-ordinate, manage and maintain the ongoing delivery of internal marketing communications such as: company newsletter, 'intranet' etc.
- ☐ Ensure consistent application of brand guidelines and maintenance of the CCT brand.

PERSON SPECIFICATION

COMPETENCE	ESSENTIAL	DESIRABLE
Qualifications /training	Relevant degree or equivalent qualification experience.	CIM certificate/diploma
Financial	Prudent management and reporting of the marketing budget.	Enjoys and has previous experience of creative problem solving, on a budget
Knowledge and Experience	<p>At least 2 years commercial experience in a marketing environment.</p> <p>An in depth understanding of marketing communications and its application</p> <p>Experience of interpreting marketing plans into actionable campaign activity</p> <p>Significant experience of the management of social media, company website and SEO including experience of developing and managing digital marketing campaigns.</p> <p>Working knowledge and appreciation of ROI and its application</p> <p>Some demonstratable experience in analysis and reporting</p> <p>Broad/ generalist marketing knowledge and the ability to apply this appropriately</p> <p>Social media and digital marketing savvy</p> <p>Previous experience with a good track record in the delivery of successful marketing campaigns</p> <p>Project and planning management</p> <p>Evidence of applying innovative thinking and creative problem solving in a marketing role</p>	<p>Some involvement of developing marketing plans.</p> <p>Able to apply technology (software and hardware) effectively to optimise efficiency of the marketing function.</p> <p>Skilled and experienced in analysing and reporting marketing and commercial data</p> <p>Previous experience of running, and reporting on marketing surveys using IT.</p>

	<p>Previous experience of working as part of a small team in a small marketing function</p> <p>Previous experience of working with colleagues at all levels within a business</p>	<p>Previous experience of working in a marketing function within the hospitality or charity sector</p> <p>Some knowledge of marketing best practices, ideally within the hospitality or charity sector</p>
Skills/attributes/behaviours	<p>Commercially focused</p> <p>Demonstrable strong interpersonal and communication skills</p> <p>Determined and resilient not phased by challenges</p> <p>Enjoys and is highly capable at managing multiple priorities and projects</p> <p>Excellent at engaging people</p> <p>Creative and innovative</p> <p>Takes ownership and initiative</p> <p>Strong team player</p> <p>Highly personable and approachable</p> <p>Able to flex professional style and communications to adapt to the needs of the 'audience'.</p> <p>Confident and appropriately assertive</p> <p>Happy to undertake administrative tasks as well as roll up their sleeves and get stuck in with key marketing campaigns</p> <p>Enjoys satisfying customers</p> <p>Strong influencing skills-able to influence decision makers, supported with sound marketing intelligence.</p>	<p>Understanding of Net Promoter Score (NPS) and market research techniques</p> <p>Enjoys challenges</p>

Technical	Proficient with Microsoft Office products including Word, Excel and Outlook	
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Other	<p>Whilst holding a Christian faith is not a pre-requisite, an understanding of and support for the Christian ethos and aims of the organisation is an essential requirement for the role</p> <p>Able and willing to travel to other CCT sites in the UK</p> <p>Driving licence valid in the UK. No points or endorsements on driving licence</p>	<p>Knowledge of the Christian and/or not for profit/charity/education conference market</p> <p>Demonstrable involvement in the UK Christian scene</p>
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APPLICATION PROCESS

MARKETING EXECUTIVE

If you would like to apply for this position, please send the following:

- ☒ An up to date CV outlining your employment history, academic and professional qualifications
- Your completed Application Form – available at www.cct.org.uk/careers
- ☒ A Supporting Statement (no more than 3 x A4 pages)
 - Demonstrating how you meet the essential criteria as set out in the Person Specification
 - Outlining why you are interested in working for CCT.

Please submit your completed application to careers@cct.org.uk to arrive by 9am on Thursday 13th December 2018

NEXT STEPS:

ACTIVITY	DATE
Closing date for applications	Thursday 13 th December 2018
First interviews - High Leigh, Hoddesdon - Hertfordshire	Wednesday 19 th December 2018
Final interviews – The Hayes, Swanwick, Alfreton, Derbyshire	Friday 4 th January 2019

Please state in your application if you have any commitments during the interview period that may coincide with these dates. If you require any further information, please call Tom Hings, Marketing Director. on **07740 924475** or email careers@cct.org.uk



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www.cct.org.uk

The Christian Conference Trust,
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A company registered in England, No. 3203917 limited by guarantee.
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