

|                              |  |
|------------------------------|--|
| <b>Role Title</b>            | Campaign Marketing Executive   |
| <b>Reports to</b>            | Content Manager  |
| <b>No. of direct reports</b> | 0  |
| <b>Full / Part Time</b>      | Full Time  |
| <b>Grade</b>                 | C1   |
| <b>Location</b>              | UK-based (within commutable distance to the City & Guilds London or Wakefield hub) |
| <b>Created/Updated by</b>    |  |
| <b>Created/Updated on</b>    | June 2024  |

*Helping people, organisations and economies develop their skills for growth*

For over 145 years we have worked with people, organisations and economies to help them identify and develop the skills they need to thrive. We understand the life changing link between skills development, social mobility, prosperity and success.

We partner with our customers to deliver work-based learning programmes that build competency, to support better prospects for people, organisations and wider society. We create flexible learning pathways that support lifelong employability, because we believe that people deserve the opportunity to (re)train and (re)learn again and again – gaining new skills at every stage of life, regardless of where they start.

We're a Royal Chartered Institute and a registered charity, everything we do is charitable. We invest our surplus into expanding and enhancing our solutions across all of our brands, to meet the changing needs of organisations and industries. And through our City & Guilds Foundation we amplify our purpose by focusing on high impact social investment, recognition and advocacy programmes which remove barriers to getting a job, celebrate best practice on the job and advocate for jobs for the future.

The City & Guilds community of brands includes City & Guilds Electrical, Gen2, ILM, Intertrain, Kineo and The Oxford Group

### Our values

Our values **Inspire**, **Improve**, **Achieve** and **Trust** are core to everything we do, and makes us who we are. They underpin the way we work, from how we treat our people right through to how we design our products. Living these values in everything you do at City & Guilds will not only make this a great place to work, but ensure you thrive and are successful in your role.

We believe that diversity, equity and inclusion strengthens and enriches us, and that it is the responsibility of everyone at City & Guilds to drive this value.

### Job Summary

With your skills and expertise using various digital marketing tools, creating content and channel management, you will be responsible for the build and implementation of effective demand generation programmes for City & Guilds and ILM brands that show marketing's influence on pipeline and revenue.

You will work with and get support and direction from the Content Manager and Marketing Managers and set up and execute programmes / campaigns in marketing automation systems and across other marketing technology for outbound systems. You will leverage email channels and support inbound campaigns with landing pages, forms etc.

You will know which channels and technology work best at all phases of the customer journey to provide a long-term digital relationship with customers. You're data-driven, analytical, organised, and adaptable with changing priorities. You thrive in an environment that deeply values collaboration, feedback, and learning.

### What you'll be doing

- **Campaign implementation** – you will build and implement demand and lead generation campaigns to support a thought provoking and inspiring customer journey from the top of the funnel, down towards successful engagement. You will support and implement demand and lead generation campaigns to help improve brand awareness, generate new leads, and increase customer retention. With direction from the Marketing Managers, you will implement innovative and integrated campaigns using SEO, SEM, PPC, social media and other channels to increase reach and response rates. You will work closely with the Marketing Managers to ensure proper messaging, timing and execution of one-off, ongoing and automated campaigns across email, web personalisation and advertising. You will establish the best methods to engage the key contact and then reach out and make initial contact. You will manage list segmentation and scoring to deliver more targeted and relevant messaging.
- **Content development** – you will create on-brand content that drives engagement, nurtures leads and supports marketing campaigns across various digital channels. You will work collaboratively with cross-functional teams to create and optimise content assets (e.g., blogs/articles, social posts, email campaigns, guides/reports, infographics, videos) that speak to your target audiences, establish thought leadership, and achieve measurable business goals.
- **Digital marketing tools** – you will be confident navigating marketing platforms and systems, supporting with marketing automation, organic search, paid traffic, paid media, social media, reporting, emails, landing pages and forms. You will manage and expand the capabilities of the marketing automation platform and processes.
- **Measurement and reporting** – you will support the lead management process from lead capture to follow up with direction from the Marketing Managers and Marketing Operations Team, as well as the Sales Team to get feedback on the quality of Marketing Qualified Leads generated. You will measure, analyse, and report campaign performance and deliver campaign performance briefs to the Marketing and Sales leadership teams. You will track full funnel marketing metrics and provide recommendations. You will record information in our CRM system and then work closely with the Sales Team who will pick up the ongoing relationships. You will drive best in class data capture and management; provide regular database health checks, cleansing and augmentation working with the Marketing Operations Team.
- **Quality assurance and testing** – you will adopt a continual 'test and learn' approach to all marketing activities. You will use automation to improve processes and productivity and make recommendations. You will expand distribution footprint using blogs, email, and social through testing and experimentation.

- **Stakeholder management** – you will collaborate with cross-functional teams and develop positive relationships with stakeholders across the company. You will provide advice and practical guidance on the implementation and measurement of campaigns across lead and demand generation marketing.

### How success will be measured

- Continually living by our values of inspire, improve, achieve and trust
- Implementation of demand and lead generation campaigns using appropriate digital marketing tools and methods to reach out to the key contacts / segments
- Ensure the proper messaging, timing, and execution of one-off, ongoing and automated campaigns across email, web personalisation and advertising are completed
- Creation of on-brand content that drives engagement, nurtures leads and supports marketing campaigns across various digital channels
- Provide campaign/content performance reports and deliver campaign/content performance briefs to marketing and sales leadership
- Have tracked full funnel marketing metrics and provide recommendations and recorded information in our CRM system
- Work with the wider Marketing Team to identify activities that will drive demand and help with longer-term lead nurturing

### What we're looking for

#### We can't live without...

- Experience implementing lead generation programmes and process and using marketing automation technology
- Experience copywriting for email, web and social, creating and optimising content across multiple channels
- Programme management and communication skills with a great track record of working across sales, marketing, and technology teams
- Demonstrable experience in implementing and managing demand and / or lead generation campaigns that have resulted in increased interest, demand, and new pipeline
- Familiarity with online prospecting / marketing tools and approaches, especially LinkedIn and Google Ads
- Good understanding of lead generation and nurturing tactics
- Data and results driven
- Critical thinking and ability to problem solve
- Excellent communication, presentation, and negotiation skills
- Excellent project management, organisational and analytical skills
- Flexibility and adaptability

#### We would love you to have...

- Report writing and analysis skills
- Experience using Adobe Creative Cloud
- Experience and preferred understanding and use of various marketing technologies e.g., Dot Digital, Site Improve, Google Analytics
- Knowledge of data and technology governance i.e., GDPR
- Confidence to engage with and build relationships with senior decision makers
- Influencing skills and ability to challenge constructively
- Proficient IT skills

## The way we prefer to work

### **Behave as one inclusive team**

Contribute to a feeling of being one inclusive team. This means:

- Treating everyone with equity and fairness
- Being curious about other people and teams
- Understanding how the organisation operates and your role in it
- Being honest and respectful in communications
- Creating a feeling of belonging
- Driving inclusivity and diversity locally
- Paying attention to your and others' wellbeing

### **Collaborate**

Collaborate with colleagues and externally with customers and partners to deliver great work. This means:

- Treating everything as an opportunity for a win-win
- Seeking input from others and using it
- Expressing yourself clearly and consistently
- Engaging people so that they get on board
- Trusting and supporting people

### **Focus on the customer**

Make sure that the needs and hopes of external and internal customers drive what we do. This means:

- Being great at listening and understanding
- Making things easy
- Being responsive and proactive to what customers want
- Making sure that things are high quality and always improving.

### **Do what you say you are going to do**

Being consistent in delivering on promises. This means:

- Starting with a positive intent
- Setting clear expectations
- Taking personal ownership to deliver on your own commitments and supporting others to do the same
- Holding yourself and others to account for delivery against those expectations
- Being conscientious and driven

### **Proactively find and take new opportunities**

Taking the initiative in every situation. This means:

- Continuously looking for opportunities to improve the organisation, yourself, and your areas of responsibility
- Always stepping up to get involved
- Being brave and bringing challenge to colleagues in order to make things better for our customers

### **Welcome feedback and continuously learn**

Continuously develop your skills and how you work. This means:

- Treating every day as an opportunity to learn
- Being open to new perspectives, experiences, and feedback, recognising it helps you develop
- Giving feedback openly and honestly
- Being aware that your own ideas may not be perfect, and your perceptions can change
- Be open about mistakes and use them to learn

- be comfortable with ambiguity and not knowing everything