

## ROLE PROFILE

<b>ROLE</b>	Marketing Executive
<b>DEPARTMENT</b>	Marketing Communications and Membership
<b>REPORTS TO</b>	Head of Marketing and Communications
<b>DIRECT REPORTS</b>	None
<b>PURPOSE OF ROLE</b>	
<p>IAM RoadSmart is the trading name for the Institute of Advanced Motorists (IAM), the UK's leading road safety charity. Formed in 1956, the organisation trains motorists and motorcyclists in advanced driving and riding techniques. Since then, huge changes have taken place on UK roads. More people are on the road, the vehicles are more advanced and there are more technological distractions in our cars. Developing the skills of driver and riders is therefore more important than ever.</p> <p>A key member of IAM RoadSmart's Marketing and Communications team, the Marketing Executive works closely with the Head of Marketing and Communications, colleagues in the team and wider organisation in the delivery of PR and cross-channel marketing campaigns that support the organisation's revenue growth and builds brand profile among key stakeholder communities.</p>	
<b>RESPONSIBILITY AREAS</b>	
<ol style="list-style-type: none"> <li>1. Involvement in the creation, delivery and evaluation of an effective cross-channel content strategy aimed at engaging our key audiences to develop a pipeline of B2B and B2C leads.</li> <li>2. Write clear, persuasive and original copy for emails and direct marketing for our marketing and communications, working in partnership with other members of the Marketing, Communications and Membership team.</li> <li>3. Contribute to, develop, deliver and evaluate integrated, multi-media marketing campaigns to promote the work, brand, products and services of IAM RoadSmart.</li> <li>4. Work closely with creative resources to design online and print marketing assets, ensuring they are produced on time and to budget and in appropriate quantities, ensuring they are in the right place at the right time for their intended purpose.</li> <li>5. Write compelling marketing, blog and other copy with a clear call to action for multi-channel campaigns.</li> <li>6. Provide proof reading support to the wider team and organisation, with careful attention to detail and to ensure alignment to brand tone of voice and style.</li> <li>7. Organise and represent IAM RoadSmart at events such as conferences, seminars, receptions and exhibitions, promoting the benefits of IAM RoadSmart, its work, policy, products and services.</li> <li>8. Support the delivery of customer, market and competitor research, ensuring results are turned into actionable insights accessible to all.</li> <li>9. Support the product development pipeline and plans for marketing existing and new products.</li> <li>10. Co-ordinate the generation and quality assurance of mailing lists for direct marketing to ensure compliance with GDPR, PECR and other relevant legislation.</li> <li>11. Support work to source and secure sponsorship and develop relationships with key partners and stakeholders internally and externally.</li> <li>12. Contribute to the campaign planning of the Marketing, Communications and Membership team on behalf of the whole organisation, making suggestions for campaigns as well as target audiences to assist marketing efforts.</li> <li>13. Assist the Head of Marketing and Communications and the wider team in administrative duties to ensure budgets are managed effectively and reporting on membership KPIs and PIs is timely and informative.</li> <li>14. Complete website updates as required using the IAM RoadSmart CMS on behalf of the Head of Marketing and Communications and the wider team to ensure our digital presence is accurate and compelling at all times.</li> </ol>	

## CONTROLS

Annual appraisal of performance against agreed objectives.  
Regular one to one meetings with Head of Marketing and Communications.  
Regular attendance at team meetings.

## KNOWLEDGE, EXPERIENCE AND KEY COMPETENCIES

### Knowledge

#### ESSENTIAL

- Demonstrable experience of B2C and B2B engagement channels and tactics and emerging trends in the market.
- Proven knowledge of the principles of proof reading and editing
- Sound knowledge of GDPR, PECR and other legislation associated with marketing and communications delivery compliance

#### DESIRABLE

- Capability of editing website and graphic design
- Experience of video production and editing techniques, and experience of using Adobe Premier Pro.
- IAM RoadSmart standard of driving

### Experience

#### ESSENTIAL

- Educated to degree level or equivalent (preferably in Marketing)
- Demonstrable experience of writing, editing and producing high quality copy for print, email, web and digital media
- Proven excellent detail-oriented communication and negotiation skills, orally and in writing
- Demonstrable evidence of writing high quality direct marketing content
- Proven ability to work on several campaigns and projects at once, sometimes under pressure and to tight deadlines
- Proven copy writing and editing skills under pressure
- Excellent attention to detail and quality control
- Evidence of experience of creating segmented content and messaging
- Proven team worker, demonstrably able to build and maintain strong working relationship
- A strong and demonstrable customer service ethos

#### DESIRABLE

- Direct or digital marketing qualification
- Member of a relevant professional body / evidence of commitment to continuous professional development
- Experience in or an understanding of membership organisations
- Understanding of segmentation A/B testing personalisation reporting insights from data and knowledge of latest channel marketing ideas
- Writing for SEO

## **Key Competencies**

Communication	Excellent communicator and influencer. Inspires others to enhance their communication skills. Adapts communications style to match the needs and understanding of different audiences. Practises active listening skills and thoughtfully intervenes to promote communicate, diffuse tension and resolve problems. Able to establish inter-departmental skills easily and uses formal presentation skills effectively.
Planning and organising	Manages work logically through consistently setting and prioritising own workload. Sends regular relevant updates to their line manager. Consistently meets deadlines for delivery, anticipating and re-negotiating where appropriate to manage realistic workload.
Flexibility	Learns from experience, is prepared to change own views or approach in light of new information. Copes well and helps others deal with ongoing demands of change.
Quality commitment	Consistently improves results and exceeds standards of work of self and others. Never compromises standards but instead leads by example.
Professionalism and commercial awareness	Assesses and evaluates own and others work in commercial terms. Understands the market's dynamics. Contributes to the organisation's long term plans and regularly checks and updates knowledge of others. Actively seeks to understand the customers' business and perspective.
Influencing	Develops interpersonal style and methods to guide others towards a goal or achievement. Gains acceptance of ideas and plans from others. Addresses issues in an open, constructive and professional manner. Inspires and persuades others to voluntarily follow directions and adopt new positions or opinions.
Technical/specialist knowledge	Applies knowledge and experience to meet complex needs. Is recognised as a credible practitioner in own field.
Drive and teamwork	Sets high standards for self and others. Challenges negative behaviours and responses in a positive way. Encourages people to be optimistic with a can-do attitude and focus. Committed to team goals. Promotes and assists team working. Supports team changes with a positive manner.
Problem solving	Finds trends and relationships and shows insight into the root cause of problems. Explores various solutions to problem, weighing up the cost, risk, benefit and value of each and selecting the appropriate course of action. Identifies new or related lines of research that leads to a more successful and complete conclusion.
Commitment and resilience	Thrives from putting the organisation's mission and vision into life. Adopts an energetic approach towards responsibilities.

NOTE: This role definition is not all-inclusive.  
Employee will be required to perform other related duties as required.