



The Institution of  
Engineering and Technology



# Creating a world of better opportunities

## Job description

### **Marketing Campaign Executive**

Hybrid - Stevenage/Home-Based

Fixed Term Contract

Grade 6

35 hours per week

**Reports to:** Marketing Manager – Campaigns

## Where the role fits

*Marketing & Communications team – Engagement & Growth*

## Purpose of the role

As one of our Marketing Campaign Executives, you will play a key role in supporting and delivering effective marketing plans across multiple channels. You will help ensure that campaigns are well-coordinated, targeted, and measurable, contributing to overall marketing goals. Working closely with colleagues across the wider Marketing and Communications team, you will gain hands-on experience across various campaign types, while developing your skills in campaign management, channel coordination and digital marketing tactics.

## Our five behaviours

Created by our people – for our people; our behaviours underpin much of what we do and reinforce the type of organisation we want to be. They're an integral part of how our performance is managed and how we recognise great work, and map across our learning and development offering too.

You will seek to bring our behaviours to life in all that you do:

- **Include everyone**
- **Do your very best**
- **Take full ownership**
- **Work well with others**
- **Openly communicate**

## Main duties and responsibilities (not necessarily in priority order)

- **Campaign Coordination:** Assist in the planning and execution of marketing campaigns, ensuring they are delivered on schedule and meet campaign objectives.
- **Performance Monitoring:** Track and report on key metrics (e.g. engagement rates, conversion rates) to measure campaign effectiveness and suggest areas for improvement.
- **Content creation and development:** Develop and deliver creative assets (social media posts, brochures / exhibition stands, emails etc.) which are on-brand, engaging, and aligned with campaign goals.
- **Research and Insights:** Conduct basic research on competitors, customer preferences, and market trends to inform future campaign strategies.
- **Collaboration:** Work closely with colleagues across marketing operations, digital marketing and sales to ensure campaigns are integrated across all touchpoints and deliver a consistent message.
- **Testing and Optimisation:** Support A/B testing for email, social media, and web content, contributing to the optimisation of campaigns based on test results.
- **Budget Management:** Assist in managing campaign budgets, ensuring that all activities are cost-effective and provide a good return on investment (ROI).
- Any other duties as are reasonable as per the skill and experience of the post-holder.

The following generic responsibilities would also apply to the role. Specific responsibilities will vary depending on the department and level of seniority.

- **Apply specialist knowledge and skills:** You'll leverage your in-depth knowledge and expertise in a specific field to deliver essential tasks and services that contribute to the smooth running of the IET.
- **Perform specialist tasks accurately:** You'll independently execute a diverse range of specialist tasks under general supervision, ensuring accuracy, efficiency, and adherence to established procedures.

- **Contribute to continuous improvement:** You'll actively participate in the ongoing development and improvement of the IET by applying your specialist knowledge and suggesting innovative solutions.
- **Collaborate effectively:** You'll work closely with colleagues from various departments, fostering a collaborative and inclusive environment where open communication leads to achieving shared goals.
- **Provide valuable expertise:** You'll act as a resource within your area of specialism, sharing your knowledge and expertise to support your team and contribute significantly to the overall success of the IET.
- **Develop and motivate teams:** For manager roles, you'll be responsible for coaching, motivating, and facilitating the learning and development your team to achieve their full potential, fostering a positive and inclusive work environment.

## Skills and experience required

- **Foundational Marketing Experience:** Experience in supporting or delivering marketing campaigns, ideally across email, social media, or paid media.
- **Analytical Skills:** Ability to interpret campaign performance data and provide insights for improvement.
- **Detail-orientation:** Excellent attention to detail, copywriting and proofreading skills
- **Familiarity with Digital Tools:** Knowledge of key digital marketing tools and platforms, such as email marketing systems or social media management tools.
- **Strong Communication Skills:** Excellent written and verbal communication skills, with the ability to work effectively with both internal teams and external partners.
- **Project Management:** Good organisational skills, with the ability to manage multiple tasks, timelines, and priorities simultaneously.
- **Proactive and Eager to Learn:** A proactive attitude towards learning new marketing skills and staying up-to-date with trends and best practices.
- **Team Collaboration:** Comfortable working in a team environment, supporting colleagues and contributing to shared goals.

The following generic skills and experiences would also apply to the role. Specific requirements may vary depending on the department and level of seniority.

- **Lifelong learning:** You'll demonstrate a willingness and flexible approach to learning and adapting to new tasks and responsibilities, staying current with industry trends and developments.
- **Leadership and motivation:** Where required, experience in a role is demonstrating strong leadership, motivational abilities, and the ability to delegate effectively.
- **Teamwork and independent work:** You'll be a strong team player with the ability to work independently and take initiative when required.
- **Effective communication:** You'll possess excellent written and verbal communication skills, ensuring clear and concise communication with colleagues and stakeholders.
- **Organisation and time management:** You'll demonstrate strong organisational and time management skills, effectively prioritising tasks and meeting deadlines consistently.
- **Positive and collaborative work environment:** You'll be passionate about creating a positive and inclusive work environment, fostering collaboration, and contributing to a supportive team atmosphere.
- **Proficiency in IT tools:** You'll be proficient in Microsoft Office applications and demonstrate a willingness to learn and use any applicable support systems, including CRMs and databases.

## Document control

<i>Authorised by</i>	<i>Job Title</i>	<i>Date</i>
<i>Head of Department / Team</i>	<i>ST Head of Marketing and Communications</i>	<i>October 2024</i>
<i>Strategic People Partner</i>	<i>VD, Strategic People Partner</i>	<i>November 2024</i>

*This job description is not intended to include specific tasks, temporary activities or projects but aims to describe the overall purpose and outputs for the role and may be subject to change. Using this role profile, specific success objectives will be part of the ongoing performance conversations with your manager throughout the year.*

*It's the expectation that you will understand and keep up-to-date with all IET mandatory policies and appropriate training, including data protection and data handling, as well as current Health and Safety policies.*