

Job description

Job title	Growth Marketing Manager
Reports to	Head of Marketing and Communications
Direct reports	Marketing Executive
Division	Marketing and Communications
Grade	4
Salary	£35,000 - £45,000

Role summary

We are looking for a strategic Growth Marketing Manager with strong experience in driving income growth and lead generation to join the Chartered Institute of Environmental Health (CIEH) Marketing and Communications team. Driving significant growth through our commercial activities is vital to CIEH as we continue to work towards our mission of safer, cleaner and healthier environments for all.

Collaborating with internal teams, you will spearhead the planning and execution of marketing campaigns with the target of acquiring, nurturing and retaining clients, delegates and members. The ideal candidate will have a focus on results and return on investment (ROI) and experience in developing and implementing acquisition marketing strategies.

The role will have a particular focus on growth, engagement, and lead generation for our [training offering](#) and [sustainable conference, meeting and events venue](#). From implementing and managing paid search and content marketing to analysing customer insights and trends, this is a varied role with lots of opportunity to make an impact.

In addition, you will line manage and support the workload and performance of a Marketing Executive. You will also deputise for the Head of Marketing and Communications in their absence, as appropriate.

Key responsibilities

In this role, you will:

- Plan and execute lead generating and income growth marketing campaigns and strategies for products and services across the organisation with a particular focus on training products and our sustainable conference, meeting and events venue
- Work with internal stakeholders to understand our products and services and their unique selling points, identify target audiences and understand buying habits to help shape campaigns and messaging
- Support internal stakeholders to achieve their commercial targets, keeping in mind KPIs and ROIs
- Design and implement targeted automated email campaigns, segmenting audiences and nurturing leads
- Manage and allocate campaign budgets, balancing growth and spend
- Devise campaigns that engage and convert by utilising paid search, paid social, display, retargeting and SEO to generate engagement and leads
- Optimise landing pages and user funnels to drive engagement and conversion
- Conduct A/B testing to refine campaigns and messaging
- Forecast, measure and report on campaign performance and ROI
- Use analytics tools to track key metrics and make data driven decisions
- Craft engaging content for our websites that attracts and converts our target audiences
- Work with subject matter experts to identify trending topics, produce resources and thought leadership content, and disseminate key information to our target audiences
- Brief designers and where appropriate create design assets
- Collect, manage, process and evaluate data, using CRM and other systems as necessary
- Work with the Head of Marketing and Communications to set and monitor KPIs and objectives
- Brief and manage the work of external agencies when necessary
- Deliver effective internal communications and marketing reporting
- Seek opportunities for improvement of business processes to improve customer experience, reduce costs and ensure maximum return on marketing budget
- Ensure consistency in messaging, tone and visual identity across all activity
- Provide support on membership recruitment and retention, policy, profile raising, and events marketing and communications activity when required
- Manage the workload and performance of the Marketing Executive
- Undertake ad-hoc work compatible with the post holder's status/experience as required

Person specification

Essential qualities / skills:

- Significant experience in acquisition/growth marketing roles
- Expertise in paid search, paid social, display, retargeting and SEO
- Proven experience in lead generation and nurturing
- Experience in delivering effective automated email campaigns and using email marketing platforms

- Ideally direct marketing experience in the training, conference, meetings or events sectors
- ROI and results driven
- B2B commercial marketing experience
- Proficiency in delivering complex, integrated multi-channel marketing campaigns
- Experience in using web content management systems to publish and manage content
- Ability to use data to inform results and maximise campaign performance
- Ability to multi-task and strong project management capabilities with experience of delivering campaigns on time and within budget
- Excellent communication and relationship-building abilities
- Exceptional problem solving, analytical thinking and decision-making abilities
- Experience of using CRM systems, for example Microsoft Dynamics

CIEH is an equal opportunities employer.