

Job Description – Marketing Assistant

Full Time: 37.5 hours per week

Permanent

Salary: £27,928 - £29,279

Location: Hybrid, between Ampfield, near Romsey and home.

Reporting to: Head of Membership and Marketing



Purpose of the post: The Chartered Institute of Ecology and Environmental Management (CIEEM) is the leading professional membership body for ecologists and environmental managers in the UK and Ireland.

The Marketing Assistant will take primary responsibility for the administration of CIEEM's social media presence, including proposing, creating, posting and reporting on all channels. The post-holder will also support activity leading to increased awareness of CIEEM's primary audiences, coordinate the Chartered Institute's email marketing activity and lead the marketing activity for other specific products. This role is perfect for a motivated, early-career marketer who is eager to accelerate their professional development and gain hands-on experience across a broad range of marketing disciplines.

Key Responsibilities:

Social media

- Implement CIEEM's social media strategy, producing high-quality and engaging content for each of CIEEM's key audiences across our social media channels.
- Ensure all content created is aligned with CIEEM's brand guidelines.
- Maintain and update a monthly social media content calendar.
- Research and implement CIEEM's approach to social listening.

Email marketing

- Build and schedule email campaigns using our Email Service Provider (Dotdigital).
- Liaise with different teams and departments to create and distribute CIEEM's weekly e-newsletter.
- Execute and optimise our email marketing strategy, including segmentation, personalisation, and automated journeys, to increase engagement.
- Write and format compelling email copy designed to drive opens, clicks, and conversions.

Website

- Upload and update webpages, resources, news items and blogs using WordPress.
- Apply Search Engine Optimisation (SEO) and/or Answer Engine Optimisation (AEO) basics to improve search visibility and user experience.
- Ensure all website content is accurate, up-to-date, accessible, and consistent with brand guidelines.
- Contribute to ongoing website projects, such as redesigns, new landing pages, or content audits.

Reporting and analytics

- Collect, review and monitor the effectiveness of CIEEM's online marketing and promotional activity across social media, email, website and campaign activity.
- Produce monthly reports summarising key trends, successes, and areas for improvement.
- Present observations in team meetings, highlighting insights in a clear way.

Administration

- Manage marketing collateral, to include maintaining libraries and stocks of relevant digital and print collateral, responding to requests for collateral from colleagues and volunteers, and coordinating the production of print collateral for internal and external events.

General

- Contribute to the successful delivery of other CIEEM activities as required, such as the Green Jobs for Nature project.
- Comply with internal procedures and policies including data protection, health and safety, financial procedures and performance management.

PERSON SPECIFICATION

PERSON SPECIFICATION	<i>Essential</i>	<i>Desirable</i>
Education/qualifications		
Relevant marketing qualification (min Level 4)		✓
Experience		
A minimum of one year's experience working in a marketing role	✓	
Experience of maintaining social media, websites and emails	✓	
Experience of working for a membership organisation or in a similar membership role		✓
Experience of using social media analytics and Google analytics. Experience of using Google Tag Manager, Search Console and other tools.	✓	
Knowledge and skills		
Excellent organisation, planning and administration skills	✓	
Ability to use a range of software confidently and competently including Canva, Word, Excel and database packages	✓	
Good oral and written communication skills	✓	
Ability to work as part of a team	✓	
Personal qualities		
Self-motivated and enthusiastic about delivering good individual and team performance	✓	
Willingness to embrace new technologies, systems and processes	✓	
Understanding of and commitment to nature conservation		✓