



The Chartered
Institute of Marketing

The Marketing Workplace

Job descriptions guide



A guide for employers and
professional marketers

In association with



The Chartered Institute of Marketing (CIM) is the world's largest professional body for marketing, with over 50,000 members worldwide. Founded in 1911, CIM has been instrumental in elevating marketing to a recognised, respected and chartered profession.

CIM is the only marketing body able to award individual Chartered Marketer status to eligible members. Chartered Marketer is the professional standard, which reflects an individual's commitment to developing their professional marketing skills and knowledge.

CIM provides access to quality education, training and membership activities and the opportunity to maintain and develop relevant professional skills in an increasingly competitive marketplace.

As the main marketing examining body (for over 60 years), CIM qualifications are internationally recognised, available through a worldwide network of Accredited Study Centres and distance learning providers.

CIM also award the Diploma in Marketing Communications from the CAM Foundation.



Positively different

We're proud to say that we're not your typical recruitment agency. Over 16 years ago, as the UK's first specialist freelance marketing agency, we set out to challenge the conventions of traditional recruitment. We now offer freelance, permanent and senior marketing and HR recruitment services, although we've stayed true to the values we set out with.

We've created a place that genuinely cares for its clients, candidates and employees. We work to a set of values rather than processes. Because we're independent, we're not driven by the bottom line, using our hearts as much as our heads when it comes to recruitment decisions.



Providing skilled marketers at junior to middle management level, Stopgap offers both freelance and permanent recruitment services. Whether looking for a freelancer to cover a new business win, or a permanent candidate with a specific skill-set, Stopgap is devoted to finding you quality candidates with the expertise and care we're renowned for.



Looking for someone at the senior end of the market? Fitzroy covers search and selection for 'hard to find' people, interim or permanent, with an extensive network of high-calibre candidates ready to get on with the job.



A true thirty-something, Courtenay knows the human resources territory inside out. A byword for integrity, honesty and great service, we've been building the careers of the nation's most talented HR people for the past 35 years - and counting.

Consultants at the Stopgap Group are typically former marketers or HR professionals themselves - we believe that in order to recruit into marketing or HR, it makes sense to have served time in the profession. Our specialist recruitment teams operate across the complete marketing and HR spectrum, covering every industry and discipline.

We've no doubt you'll find something positively different about working with us. We may be career-minded, hardworking professionals, but we have fun in what we do and genuinely care about the people we work with (and have a bunch of awards to prove it!). We hope you'll enjoy working with us.

Contents

Introduction	1
Agency departments	2
Job Descriptions: Agency	
Account Director	4
Account Executive	5
Account Manager	6
Art Director	7
Artworker	8
Client Services Director	9
Communications Planner	10
Copywriter	11
Creative Director	12
Creative Services Director	13
Data Planner	14
Designer	15
Editor	16
Group Account Director	17
New Business Manager	18
Production Manager	19
Promotions Manager	20
Research Manager	21
Studio Manager	22
Traffic Manager	23
Job descriptions: Client-side	
Business Analyst	24
Campaign Manager	25
Category Manager	26
Channel Marketing Manager/Trade Marketing Manager	27
Communications Co-ordinator	28
Customer Information Manager	29
Customer Insight Manager	30
Customer Relationship Manager	31
Data Analyst	32
Direct Marketing Manager	33
Events Manager	34
Head of Corporate Communications	35
Internal Communications Manager	36
Marketing Communications Manager	37
Marketing Director	38
Marketing Executive	39
Marketing Manager	40
New Media/Web Manager	41
On-line Marketing Manager	42
Partnership/Alliance Manager	43
Press Officer	44
PR Manager/Director	45
Product/Brand Manager	46
Sponsorship Manager	47
CIM Member Career Development	48

Introduction

In association with Stopgap, The Chartered Institute of Marketing (CIM) has produced 'The Marketing Workplace - Job Descriptions Guide'.

With the ever-increasing diversity of job titles, particularly in the field of marketing, this guide has been designed to assist in clarifying areas of responsibility, and qualification and experience requirements for the most common marketing positions.

Whilst not exhaustive it should prove to be beneficial to both employers and employees in matching candidate abilities to marketing positions. The CIM/Croner Salary Survey is available to provide salary/reward information.

This guide is available free to CIM members and can be downloaded from the careers section of the CIM website. Please visit www.cim.co.uk/careers under careers information.

Please note

These 'job descriptions' are intended only as a guide, they are not definitive, and they are not intended to be reproduced, or used as actual job descriptions. Areas of responsibility, and actual job roles will vary from company to company, as will the professional qualifications and experience required for these positions.

Agency departments

Account Handling

Account Handlers aim to add value to the client relationship at all times and are responsible for the day-to-day relationship with the client. They:

- Brief internal departments and ensure work is delivered on brief, on time and on budget
- Are responsible for managing costs and billing clients - ensuring accounts can deliver a profit to the agency
- Direct and coordinate all work commissioned by the client, ensuring that all parties - internal and external - know exactly what is required and what is happening at every stage of a project
- Work closely with clients to understand their business objectives and develop appropriate marketing strategies to meet them
- Seek ways to generate new business from within existing client accounts

The Creative Department

Copywriters, Art Directors, Designers and Artworkers are responsible for the delivery and quality of the creative product. They:

- Must work closely with Planning, Account Management and the Creative Services departments to ensure the successful execution of projects
- Contribute to strategic planning, particularly from the consumer's point of view
- Increasingly are required to adopt a more commercial approach to the business. In particular, they will consult with Account Handlers in exploring new business avenues and opportunities for pitching for new accounts

Planning and Research

Data Planners may be employed by agencies involved in relationship marketing to enhance the strategic capabilities of both creative work and account handling. They:

- Are responsible for identifying consumer and market insights

Brand Planners work closely with clients to:

- Shape the strategic direction of a brand's marketing plan

Media Planners develop the correct mix of media title and usage for advertising campaigns. They:

- Are responsible for analysing and interpreting consumer data
- Suggest how such data can be used to achieve marketing objectives

AGENCY

Creative Services manage the production of creative work. They:

- Work closely with the creative teams to ensure that their vision is realised
- Liaise with photographers, photo libraries, typesetters, printers and re-touchers
- Manage in-house artwork production
- Work closely with Account Handling to monitor the progress and costs of work: both in terms of creative man hours and production
- Ensure that creative work is delivered on time and to budget

New Business

Many agencies, particularly larger ones, now employ a dedicated new business team, often from an Account Handling background. If there is not a specialist department, responsibility for new business often rests with Senior Account Handlers. They:

- Are responsible for developing and implementing the new business strategy
- Need to be confident about approaching and developing 'cold' leads
- Must be capable of demonstrating to potential clients the added value that their particular agency can bring to the business
- Need to have a broad understanding of market segments and trends
- Coordinate and lead agency resources, as and when required, to pitch for an account or answer a new brief

Account Director

Description

As well as being responsible for a number of clients, the Account Director will offer overall leadership to the account teams; ensuring projects are managed to time and budget. They also seek out and develop new business opportunities.

Suggested CIM professional qualifications

CAM Diploma in Marketing Communications

Professional Diploma in Marketing

Chartered Postgraduate Diploma in Marketing

Personal profile

- A graduate with minimum 5 years agency experience
- Proven track record of working with high profile blue chip clients
- A commitment to achieving results
- An excellent communicator with the ability to influence at a senior level
- Strong team leadership and project management skills
- Commercially aware with solid business development and financial management skills
- Creative flair
- Proactive

Responsibilities

- Develop communication and promotional strategies for brands under your remit. Depending on the agency, this may cover the whole marketing mix: from advertising to direct marketing, sales promotion and new media
- Provide leadership and guidance to a team of less senior account handlers
- Recruit new staff and oversee development of team members
- Motivate and lead all those involved in achieving a project's objectives
- Build strong, effective relationships with clients
- Develop new business opportunities
- Be financially accountable to Senior Management for the performance of your team

Account Executive

Description

An entry-level position, they work with an Account Manager to facilitate the day-to-day running of a client's account.

Suggested CIM professional qualifications

Professional Certificate in Marketing

CAM Diploma in Marketing Communications

Personal profile

- Ideally a graduate in marketing who has been on placement in an agency or the marketing department of a client company
- Strong administrative and organisational skills with great attention to detail
- Demonstrable initiative and enthusiasm, and the ability to multi-task
- Ability to work under pressure and to tight deadlines
- Good interpersonal communication skills

Responsibilities

- Act as internal liaison between the account management team to which you are assigned and other relevant departments
- As you gain experience, liaise with clients and ensure their requests are dealt with efficiently
- Ensure smooth-running of the production process through liaison with production department - with particular responsibility for proofreading and the accurate setting of text
- Help to ensure deadlines are met and budgets managed efficiently
- Help to monitor competitor activity - and report on it
- Manage the coordination of meetings and brainstorm, and ensure that the team have all appropriate materials to hand
- Prepare and issue all relevant paperwork required to monitor the progress of work; such as status reports

Account Manager

Description

Responsible for managing the day-to-day delivery of campaigns, they ensure that work is strategically correct, on brief, on time and on budget.

Suggested CIM professional qualifications

CAM Diploma in Marketing Communications

Professional Diploma in Marketing

Personal profile

- A graduate with minimum 2-3 years agency experience
- Good understanding of the creative and production process
- Confident, ambitious and energetic with a persuasive manner and the ability to use your initiative
- Innovative and creative
- Self-motivated and well presented
- Highly organised, able to work to deadlines and a stickler for detail

Responsibilities

- Report to, and liaise closely with the Account Director
- Manage the workload and development of Account Executives
- Handle accounts and develop solid business relationships with clients through regular and pro-active contact
- Decide on the best way to meet a client's business objectives through effective marketing
- Brief all relevant parties within the agency clearly and succinctly on what's needed
- Write briefs and copy platforms for the creative team
- Present briefs for sign-off to the client, Account Director and Creative Director
- Present creative work and media plan (including costs involved) to the client
- Manage the production process, turning ideas into reality and ensuring deadlines are met
- Monitor progress of campaigns and make recommendations for modifications where appropriate
- Monitor competitor activity and report to client

Art Director

Description

Reports to the Creative Director and oversees the art direction of assigned projects within the studio. Often working autonomously or in a team with a copywriter. The role requires 'big picture thinking.'

Suggested CIM professional qualifications

CAM Diploma in Marketing Communications

Professional Diploma in Marketing

Personal profile

- A graduate in Design or Graphic Design with strong influencing skills
- Creatively ambitious and always positive and enthusiastic
- Someone who finds pitching exciting and is motivated by a challenge
- Someone who is used to working on campaignable ideas
- A good communicator with clear written and verbal communication skills
- Skilled in the latest digital design processes (Adobe Photoshop, Illustrator and Quark Xpress)
- Good interpersonal and teamwork skills

Responsibilities

- Conceptual thinking and brainstorming
- Bringing ideas to life visually, for example when art directing photo shoots
- Liaising with the Creative Director to sell ideas (internally and externally)
- Briefing the Artworkers and managing the Designers
- Checking artwork
- Working on pitches
- Working to deadlines and within budget

Artworker

Description

Works within the creative department alongside the Design team and Studio personnel. Their main purpose is to produce high quality, print ready artwork across a range of printed media. Accuracy and a methodical approach to work is key.

Suggested CIM professional qualifications

Introductory Certificate in Marketing

Professional Certificate in Marketing

Personal profile

- Diploma, HND or BA in Graphic Design
- Good attention to detail
- Good time management
- Creative thinking essential
- Used to working under pressure within strict deadlines and budget
- Originality and attention to detail
- Able to work as part of a team
- Able to communicate with print suppliers and employees on all levels
- A good understanding of print production techniques, requirements and the latest developments within the industry
- High proficiency in a range of design software: Freehand, Photoshop, InDesign, Illustrator and Quark. Flash and Dreamweaver a bonus

Responsibilities

- Creating high-quality, print-ready artwork across a range of media
- Liaise between the Traffic Manager, Studio Manager, design team and account teams to ensure all parties are fully informed on status of ongoing projects
- Quality control throughout the life of a project

Client Services Director

Description

Has overall responsibility for the strategic planning, presenting, managing and analysing of solutions for clients. Their aim is to increase the agency's turnover and to drive profitability within the agency by:

- Superior management of its internal resources
- Servicing allocated client accounts and ensuring the agency meets and exceeds client expectations
- Promoting on-going business development

Suggested CIM professional qualification

Chartered Postgraduate Diploma in Marketing

Personal profile

- A proven track record at Account Director or Group Account Director level. Possibly could have been Senior Marketing Manager on client-side
- An aptitude for strategic thinking - both for the client and agency
- A team leader with the ability to motivate, lead and inspire others
- Excellent communication skills - written and verbal
- Creativity and imagination
- Strong commercial and business acumen

Responsibilities

- To be fiscally responsible for the department/team under your direct control; ensure forecasts are accurate and achieved consistently
- Research and prepare plans and work closely with clients to develop effective brand and marketing strategies
- Communicate effectively with clients, taking client calls/e-mails and attend strategy meetings and presentations of plans
- Have a wide understanding of the marketplace and the consumer - and the dynamics therein
- Anticipate market movements and spot trends
- Build and develop strong teams
- Participate in new business pitches

Note

A Client Services Director might or might not be a board position with board responsibilities. A Client Services Director has specific client responsibilities and may have less involvement in the overall management of the agency.

Communications Planner

Description

Has responsibility for interpreting the consumer insights that drive communications strategy and translating these into an effective marketing communications plan.

Suggested CIM professional qualifications

CAM Diploma in Marketing Communications

Professional Diploma in Marketing

Personal profile

- MBA or MA in marketing - or good degree
- Keen awareness of the most up-to-date initiatives in brand strategy and consumer communications
- Analytical, numerate and deeply interested in consumer behaviour
- First class communication skills, both written and verbal
- Passionate about the creative process, and how communication works in marketing
- Ability to inspire others

Responsibilities

- Analyse consumer data to identify key behaviours and characteristics
- Ensure communications build on the findings of research and analysis
- Develop communication strategies and ensure they are understood and delivered
- Present creative concepts for customer communications to internal stakeholders
- Provide strategic advice for clients
- Work closely with both account handlers and the creative department to stretch thinking and delivery
- Analyse results in order to determine the effectiveness of communication
- May be responsible for one or more research managers, employed internally
- Identify and develop opportunities to build the business

Copywriter

Description

Writes everything from creative headlines to copy for adverts across all media including internal communications. They also write content for web sites and consumer and company literature including editorial, feature articles and PR. At all times and across all media, they must create clever, striking and original copy and write engaging editorial and advertorials.

Suggested CIM professional qualifications

CAM Diploma in Marketing Communications

Professional Diploma in Marketing

Personal profile

- Creative flair with strong concepts and ideas drawn from wide resources and broad experience
- Versatile, with the ability to write for a range of audiences
- Ability to write to brief and to deadlines
- Good written and verbal communication skills - you will need to effectively present concepts and ideas to clients
- Ability to help build and maintain solid relationships at all levels
- Self motivated individual - you will have responsibility for delivery and quality
- Excellent problem solving skills
- Excellent attention to detail
- A team player

Responsibilities

- Producing original and interesting copy on time and to brief
- Work alongside an Art Director/Designer to deliver original, effective marketing communications for the client

Creative Director

Description

Responsible for the leadership and direction of the creative process of all projects. Oversees the entire creative process from the initial client briefing, to briefing of the design team, internal critique sessions and the final client presentation.

Suggested CIM professional qualifications

CAM Diploma in Marketing Communications

Professional Diploma in Marketing

Personal profile

- A creative, laterally-thinking individual with a demonstrable track record in producing original conceptual work and big campaign ideas
- Preferably a graduate with an arts degree
- 6+ years marketing creative experience
- Commercial awareness (usually contributes to the management team from outset)
- Can-do attitude
- A sound understanding of the industry, brands and the latest communications strategies
- A varied and versatile portfolio
- Strong communication skills
- Ability to manage creative teams and manage their career development

Responsibilities

- Maintain quality control of the concept and its execution. Identify appropriate design standards. Lead the creative teams to ensure that the end product arrives on-brief and meets all creative objectives, design guidelines and branding requirements and is produced on-time and on budget
- Mentor and develop creative teams (Art Directors, Copywriters, Designers)
- Lead the creative teams when pitching for new business
- Inspire and motivate your teams to think 'outside the box'
- Remain well-informed of new developments and technologies relevant to the marketing, design and advertising industries
- People management: resources, staff appraisals, structure, motivation and standards
- Interact with clients and others as appropriate. Represent the creative department at industry events, network with clients, suppliers and business leaders and raise the profile of the Agency
- Appreciation of the importance of legal and regulatory frameworks

Creative Services Director

Description

Responsible for the leadership and direction of a company's creative process. Ensures creative work is completed to the highest possible standards and provides leadership to Production, Traffic and Studio functions. Aim is to develop and maintain a culture of efficiency and flexibility within the creative process.

Suggested CIM professional qualifications

CAM Diploma in Marketing Communications
 Professional Diploma in Marketing

Personal profile

- A qualification in print and production is an advantage
- A commercially-driven professional
- A team player with good leadership and team management skills - inspirational, supportive, and motivational
- Prepared to 'go the extra mile' to deliver optimum results for the business
- Excellent communication skills
- Ability to multi-task with great attention to detail
- A 'Creative Thinker'

Responsibilities

- Aim is to contribute to the profitability of the agency through efficient management of the creative process
- Overall responsibility for every aspect of Creative Services, including: Trafficking, Studio/Artworking, Visualising, Typography, Photography/Illustration and Print/Press Production
- Management and continuous improvement of internal processes and studio processes, systems and workflow
- Overall management and control of suppliers
- Appreciation of the importance of legal and regulatory frameworks

Data Planner

Description

Responsible for identifying and exploiting data to deliver profits through more relevant consumer strategies and ultimately by driving more effective communications. Helps in the tackling of business, marketing and communications strategy issues for clients.

Suggested CIM professional qualification

Professional Certificate in Marketing

Personal profile

- Strong analytical and data skills
- Knowledge of data market
- Campaign analysis: briefing/creation/management/presentation
- Highly organised and a good timekeeper with ability to work under pressure and to tight deadlines
- Great attention to detail
- Ability to think outside the box
- A team player, willing to turn your hand to anything to help others out
- Good inter-personal skills

Responsibilities

- Producing accurate and meaningful evaluations of data to aid in marketing. Work with account teams and other data planners to deliver campaigns that add value to the client's bottom line
- Promote the planning and analysis of projects - offer strategic consultancy to clients, explaining targeting recommendations and manage their expectations
- Manage and resolve the key data strategy issues involving quality and consistency across all campaign activity
- Customer relationship management/ Customer experience management
- Analyse, evaluate and report on data from a variety of sources
- Ensure effective testing of marketing campaigns - interpret and report on your findings
- Work with Senior Data Planners and account teams to identify and propose new business opportunities for data planning from existing clients. Participate in and contribute to new business pitches
- Appreciation of the importance of legal and regulatory frameworks, i.e. data protection

Designer

Description

Plays an intrinsic part in the creative process, often from initial client brief, formulating concepts and layouts right through to production of final artwork.

Suggested CIM professional qualifications

Introductory Certificate in Marketing

Professional Certificate in Marketing

Personal profile

- A graduate in Graphic Design
- Excellent knowledge of the principles of graphic design and typography, and demonstrable experience of practising these within the bounds of corporate identity
- A creative thinker with good problem-solving skills
- Organised with the ability to multi-task
- Enthusiasm for design and well-informed of current trends and issues
- Ability to lead the creative process
- Ability to articulate creative ideas, both verbally and in writing
- Creative approach to briefs, while working within corporate guidelines if appropriate
- Excellent eye for detail and accuracy

Responsibilities

- Design graphics to complement text and visually enhance documents
- Responsible for designing across a range of disciplines
- Deliver appropriate creative solutions
- Assist in setting style guidelines
- Maintain design standards
- Working from art direction while also generating ideas that complement the overall creative approach

Editor

Description

Responsible for the timely delivery, quality and relevance of all content appearing in the publications/material under their remit. They devise, commission and edit content. They also maintain editorial standards throughout the entire publishing process from content to layout, printing and production.

Suggested CIM professional qualifications

Professional Certificate in Marketing

Professional Diploma in Marketing

Personal profile

- Advanced editorial writing skills, including accurate spelling, grammar and punctuation
- Ability to implement editorial and business concepts/decisions positively and proactively
- A team player with good leadership and project management skills
- Ability to communicate effectively with journalists, contributors and internal stakeholders
- A creative innovator with demonstrable conceptual ability
- Sound analytical and problem solving ability

Responsibilities

- Edit all contributions for accuracy, style, consistency and suitability
- Oversee the layout of all material to ensure consistency of quality, editorial style, tone and voice across all material
- Maintain editorial standards throughout the publishing process - from commissioning to printing
- Deliver the publications under your control on time and within editorial guidelines
- Devise, commission and edit suitable new content
- Manage contributors to ensure timeliness of delivery and high quality of content
- Identify and write a list of 'style guidelines' for contributors

Group Account Director

Description

Provides both strategic focus and day-to-day management for a team of account handlers. They have overall responsibility for a number of high profile accounts and play a key role in the development of new business opportunities.

Suggested CIM professional qualification

Chartered Postgraduate Diploma in Marketing

Personal profile

- A graduate with minimum 5 years agency experience
- Track record of working with high-profile blue chip clients
- A commitment to achieving results and the ability to influence at a senior level
- Strong team management skills
- Solid business development, project management and financial management skills
- Commercial acumen and creative flair

Responsibilities

- Provide guidance and structure to a team of Account Managers/Directors
- Recruitment of new staff and their subsequent development
- Develop communication and promotional strategies for clients
- Responsible for forecasting the group's revenue and profitability and for negotiating remuneration with clients
- Provide financial reports to senior management
- Anticipate and develop strategies to meet internal and external business needs
- Regular interaction with executive level management (internal and external), handling controversial or sensitive situations with diplomacy, effectively negotiating with clients and other directors/executives
- Develop solid relationships with clients and work across different internal departments

New Business Manager

Description

Administers the bringing in of new client business. Pro-actively identifies new business opportunities through the maintenance and development of the client database.

Suggested CIM professional qualification

Professional Diploma in Marketing

Personal profile

- Pro-active and self-motivated
- Possessing a process-driven attitude
- Well-organised
- Good personal skills - comfortable on the phone and good at striking up conversations
- Business focused
- Tenacious, determined and bold - a forthright personality

Responsibilities

- Exploiting business development opportunities within the existing client base
- Managing and auctioning the new business process
- Following up new business leads
- Ensuring all current new business leads are continually progressed
- Maintaining a database of new business contacts
- Pro-actively identifying new business opportunities
- Arranging credentials meetings and securing credentials presentations with selected and agreed industry targets
- Turning credential presentations into business
- Appreciation of the importance of legal and regulatory frameworks

Production Manager

Description

Oversees and manages the entire production process. Ultimately responsible for the development, scheduling, planning, production and delivery of projects within the agency.

Suggested CIM professional qualification

Professional Certificate in Marketing

Personal profile

- Project management and organisational skills
- A team player with good leadership skills
- Excellent attention to detail
- Ability to work under pressure and to strict deadlines
- Commercial acumen and numeracy

Responsibilities

- Writing production briefs and briefing studio teams
- Estimating and costing production items
- Proofing all work before sending it out to the client
- Ensure teams and projects are adequately resourced
- Book and traffic resources within the agency
- Liaise with account teams and studio teams to manage production of all artwork, from sign-off to delivery
- Provide production support, including purchase of print, mailing services, outdoor media and press
- Manage project budgets, timelines and third party relationships (printers etc.)
- Select external suppliers and monitor their performance
- Interpret visual concepts into workable technical specifications

Promotions Manager

Description

Creates and implements all aspects of promotional activity to increase revenue and market profile.

Suggested CIM professional qualifications

CAM Diploma in Marketing Communications

Professional Diploma in Marketing

Personal profile

- Ideally a graduate in marketing or business
- 1-5 years experience in marketing communications with an emphasis on below-the-line activity
- Analytical, with an ability to interpret financial and business data and model the impact on sales of any promotion undertaken
- Able to plan and organise multiple activities and relationships
- A creative, innovative thinker, able to adapt a wide range of promotional tools and techniques to the needs of the brand

Responsibilities

- Ensure all promotional, below-the-line activity is in support of the company goals and objectives - both financially and in support of the brand proposition
- Devise, implement and monitor the success of below-the-line activities, especially in respect of ongoing sales
- Liaise with external media, advertising and design agencies to produce promotional collateral and campaigns
- Implement high profile promotional activity with key partner companies taking full ownership of the off-line communication mix
- Manage and monitor current promotion processes and review their effectiveness with regard to price, proposition and sales
- Close involvement in new product launches to ensure promotional activity supports new initiatives
- Organisation of promotional events from conceptualisation, sourcing, overseeing production, promotional visuals, invitations and seating plans
- Assist in activities such as merchandise planning and space allocation
- Ensure promotional activity remains within budget and is reported on a specified basis
- Appreciation of the importance of legal and regulatory frameworks

Research Manager

Description

Working within the Planning Department of an agency, you will be responsible for the delivery of information that will enhance consumer insight.

Suggested CIM professional qualification

Professional Diploma in Marketing

Personal profile

- A minimum of 5+ years market research or related experience
- Strong client facing skills and the ability to build on relationships
- Experience of liaising with clients at a senior level
- Excellent verbal and written communication skills
- Ability to produce high quality work under pressure
- Team management and leadership skills

Responsibilities

- Work closely with the brand planner and client service team to identify what market information is needed and recommend the best way to get it
- Analyse available information and prepare summary reports for planners and the client service team
- Brief specialist research agencies and work closely with them on delivery
- Identify market developments and trends that may have an impact on, or provide an opportunity for, client business. Adopt an international perspective where relevant
- Monitor competitor activity: both the agency's and the agency's clients
- As and when required, prepare questionnaires and conduct consumer interviews
- Organise all materials required for research purposes
- Keep abreast of the latest research techniques
- Appreciation of the importance of legal and regulatory frameworks

Studio Manager

Description

A pivotal role within the creative services environment (agency or in-house), the Studio Manager ensures the department runs efficiently.

Suggested CIM professional qualification

Professional Certificate in Marketing

Personal profile

- A good leader with a strong but diplomatic personality
- Ability to stay cool under pressure
- Ability to make decisions quickly when required
- Excellent project management and time management skills
- Flexible - prepared to do anything from sorting out artwork and production issues to helping out with pitch work

Responsibilities

- Create production schedules and plan all projects to meet deadlines
- Leadership of all members of the studio (designers and artworkers)
- Recruit, develop and retain the best people
- Liaise between the Studio and Account Handlers, regarding production, schedules and workflow
- Ensure good time management creating an efficient use of studio time
- Govern studio procedures throughout the company and act as spokesperson for the department concerning company matters
- Ensure good communication throughout the company at all times
- Dealing with external suppliers (production, photo shoots, acquiring images, printers) and organising freelance resources

Traffic Manager

Description

Oversee the Traffic department to facilitate the scheduling and trafficking of workflow in and out of the studio.

Suggested CIM professional qualification

Professional Certificate in Marketing

Personal profile

- You thrive in a fast-moving environment and can adapt quickly to changing business priorities
- Sensible and commercial approach to work priorities
- Good working knowledge of all Microsoft systems is essential
- An enthusiastic self-starter with a responsible and committed attitude
- Ability to motivate and lead others with a 'hands on' attitude and willingness to reward when required

Responsibilities

- Oversee the creation, management and manipulation of critical paths to ensure each product is delivered on time and to a high standard
- Prioritise needs of the studios/departments and work closely with the Print department to ensure timely delivery
- To train team members and help them develop their roles within the team
- Oversee the circulation of critical paths and ensure they are followed internally and by the client
- Receive briefs via the Account Management team and then plan and coordinate resources for the production of material
- Ensure all systems and databases are kept up-to-date and instructions for new and amended literature are issued
- Optimise the creative workflow by resource planning and process control
- Ensure effective communication and scheduling between the account and creative teams
- Ensure that all elements of a project are circulated for approval at key stages and copies kept in a central area for all to review
- To assist in the proofreading of artwork and the circulation and approval of proofs

Business Analyst

Description

Collects and analyses insights into industries and target audiences where the company intends to operate or consolidate its position. Increases turnover through high quality research, analysis and insight. Recommends, designs, develops and delivers commercial tools and models to aid strategic decision-making.

Suggested CIM professional qualification

Professional Diploma in Marketing

Personal profile

- A Marketing graduate (MBA an advantage)
- Experience in using quantitative research and business analysis tools
- Experience in commissioning quantitative research and evaluating research insights
- Able to demonstrate an understanding of data - where it comes from and how it can be used
- Strong analytical and numerical skills
- Demonstrable commercial credibility and gravitas
- Ability to work under pressure and to deadlines
- Proactive attitude

Responsibilities

- Identify corporate and industry or service specific research needs
- Establish and track the relevant political, regulatory, economic, socio-economic, technological and industry market trends
- Identify and maintain regular competitor analysis (market share, strategy, offer, brand, clients, employees)
- Monitor industry trends, opportunities and threats and advise the planners
- Act as an advisor for the sales and client service team with regard to industry/client specific business issues
- Deliver insights on identified hot topics and issues to enhance internal thinking and build a knowledge bank
- Conduct analysis to deliver conclusions and insight to clients/consultants
- Appreciation of the importance of legal and regulatory frameworks

Campaign Manager

Description

Responsible for the day-to-day delivery and management of marketing campaigns.

Suggested CIM professional qualification

Professional Diploma in Marketing

Personal profile

- 3+ years relevant experience in a marketing department or agency
- Excellent project management and team leadership skills
- Numerate and analytical
- Excellent relationship and networking skills
- Good communication skills - both written and verbal
- Consumer focused

Responsibilities

- Manage multiple campaigns across diverse channels to ensure they are delivered on time and within budget
- Understand the brand's positioning and how specific products or services reflect it
- Maintain awareness of customer behaviour
- Identify communication objectives and strategies to achieve them
- Brief and manage external agencies
- Negotiate competitive deals by forecasting and planning marketing requirements
- Analyse Return on Investment and the effectiveness of a brand's marketing campaigns, comparing against competitors' activity
- Negotiate and manage service level agreements with third party firms
- Work with key business heads to plan a campaign calendar and take into account leverage around company events and seasonal/promotional activity

Category Manager

Description

Develops and drives the success of a creative, innovative and profitable category. Delivers agreed sales and profit targets in specified categories. Also develops relevant and actionable category insights and uses these insights to assist in the delivery of commercial objectives and enhance the development of brands under your remit.

Suggested CIM professional qualifications

Professional Diploma in Marketing

Chartered Postgraduate Diploma in Marketing

Personal profile

- A Marketing or Sales graduate with 5+ years experience in a trade or consumer marketing role
- Well developed communication and influencing skills
- Ability to work as part of an effective team
- Commercial understanding and excellent analytical skills

Responsibilities

- Develop plans to grow sales and profitability of the category
- Plan and advise on category activity and strategy direction
- Devise and drive category range plans
- Line management and responsibility for individual and team development
- Undertake research and analyse market/category/product data to gain category shopper and customer insights
- Translate insights and analysis into opportunities. Develop strategies and plans and work with the trading teams to drive category and brand growth
- Understand the market place and respond to opportunities and threats as they arise
- Monitor trends in competitive companies and react where appropriate
- Seek new commercial initiatives with potential to increase sales and profitability
- Evaluate individual products - so that they drive the profitability of the category and overall offering
- Appreciation of the importance of legal and regulatory frameworks

Channel Marketing Manager/ Trade Marketing Manager

Description

Responsible for marketing the brand within specific channels or trade sectors. Manages the development of effective marketing strategies to drive sales and increase profitability within these sectors.

Suggested CIM professional qualification

Chartered Postgraduate Diploma in Marketing

Personal profile

- A Marketing graduate with 5+ years marketing experience
- Creative with the ability to think laterally and to come up with new and unique ideas
- Action orientated - proactive, flexible, hardworking and full of energy
- Experience of managing segmentation and customer analysis
- Good project management skills - well organised and able to work to tight deadlines and budgets
- A team player who enjoys working as part of a busy group
- Ability to work on own initiative
- A persuasive communicator and strong negotiator
- Good networking skills with a customer focus
- Ability to translate consumer brand plans into leading edge trade/customer activity

Responsibilities

- Support the development of industry-leading and highly effective customer-specific promotional activity
- Translate the brand/trademark strategy into realistic customer action plans
- Create, develop and implement specific trade marketing initiatives
- Review overall trade marketing activities on an ongoing basis. Understand and review your research in order to proactively suggest new opportunities/initiatives for accounts
- Provide the team with comprehensive analytical and commercial support
- Liaise with the sales team to identify and fulfil support requirements for face-to-face communication
- A good understanding of the importance of legal and regulatory frameworks

Communications Co-ordinator

Description

Assisting in implementing and delivering the communications plan in co-operation with Branding, PR and other Communications personnel.

Suggested CIM professional qualifications

CAM Diploma in Marketing Communications

Professional Diploma in Marketing

Personal profile

- Ideally a graduate in marketing, preferably with experience gained via a placement year
- Strong administrative and organisation skills with good attention to detail
- Demonstrable initiative and enthusiasm
- Good communication, interpersonal and team-working skills
- Ability to multi-task and plan your own workload

Responsibilities

- Support the communication departments to develop awareness of the company
- Assist in producing and issuing communications, both internally and externally to promote events - exhibitions, workshops and conferences
- Contribute to the logistics of specific PR events
- Coordinate the successful and timely release of newsletters and other internal communications
- Ensure the accuracy of a database of professional contacts
- Assist in the research of different communication methods and their associated costs
- Co-ordinate direct mail activities and other ad-hoc projects
- Co-ordinate the updating of the company website

Customer Information Manager

Description

Manages and extracts data from customer databases to predict buying trends. They analyse patterns and create opportunities to increase customer retention and loyalty.

Suggested CIM professional qualification

Professional Diploma in Marketing

Personal profile

- A graduate with experience gained in a research field
- 2-4 years experience in a similar role
- Good systems and process skills
- Financial modelling experience useful
- Excellent analytical skills
- Excellent written and verbal communication skills
- Ability to work across a number of levels and articulate the importance of the customer

Responsibilities

- Extract data from multiple customer/management information databases
- Interpret key buying patterns and assist in the creation of initiatives to enhance revenue streams
- Work closely in support of the marketing department to ensure findings are fed into relevant teams for use in all marketing activity - both direct and indirect
- Establish a contact database for use in direct mail campaigns/promotional activity to customers
- Evaluate and gather competitor information and ensure that opportunities and information are fed to marketing and sales
- Commission research on customer satisfaction and market development
- Establish a tracking device to communicate with customers through customer satisfaction surveys
- Ensure that the customer service department is able to deal effectively with customer queries or complaints
- Improve customer service by ensuring reporting mechanisms track customer queries/complaints effectively
- A good understanding of the importance of legal and regulatory frameworks

Customer Insight Manager

Description

An all-encompassing research role usually based within the marketing department of a client-side organisation. Involves supporting the development and evolution of centralised research strategy through ongoing management of major projects and disseminating the output throughout the organisation. Essentially acts as the voice of the consumer in key meetings and generally in the day-to-day role.

Suggested CIM professional qualification

Professional Diploma in Marketing

Personal profile

- Research professional with a minimum 3 years experience including both qualitative and quantitative techniques, either agency or client-side
- Significant project management experience
- Strong interpersonal and influencing skills
- Ability to present information articulately both verbally and in written form
- Commercial insight and understanding in how research is used to support and fuel a business

Responsibilities

- Championing the innovative use of research across the business, making sure that all key departments understand its benefits and use it to the full
- Manage the research agenda, clearly prioritising the areas to add insight and value whilst providing fast, accurate, targeted results on all key projects
- Identifying and commissioning agencies to conduct quantitative and qualitative research, ad hoc and continuous, and project managing all activity to ensure all are quality, efficient and cost effective research studies
- Take a proactive role in developing a plan of working with the business to constantly incorporate research results into business activities
- Conducting market analysis through the appropriate third party agency to obtain and evaluate data on: Markets - volume and value, trend, segmentation, competitors, channel, SWOT - Consumers - profiles and behaviour; analysis of demographic information and purchasing histories - Advertising effectiveness - Media efficiency
- Appreciation of the importance of legal and regulatory frameworks

Customer Relationship Manager

Description

Improves revenue and market share by designing innovative, targeted, tactical and strategic marketing activities. Their aim is to create a loyal customer base through relevant, timely communications (cross-selling and up-selling).

Suggested CIM professional qualification

Professional Diploma in Marketing

Personal profile

- Between 3-5 years experience in a customer-led environment - such as retail, hospitality, catering or airlines
- You will be numerate, and able to evaluate multiple product offerings across a broad range of customer profiles
- Ability to manage multiple internal and external relationships to foster joint programmes

Responsibilities

- Profile data of existing customers to identify potential new customers
- Use available data to refine the product offering and identify key customer touch points e.g. when to contact and product offering
- Communicate effectively with all relevant departments to ensure an awareness and understanding of customer-initiated projects
- Analyse service delivery and ensure that the company can differentiate and support loyalty programmes
- Organise customer groupings and identify promotional activity which will increase sales
- Contribute to the development of effective communication
- A good understanding of the importance of legal and regulatory frameworks

Data Analyst

Description

A key point of contact for all analytical enquiries, you will maintain the integrity of data from multiple sources. You will also help achieve monthly targets by analysing data volumes, identifying trends, reviewing performance and helping improve response rates.

Suggested CIM professional qualification

Professional Certificate in Marketing

Personal profile

- A graduate with a proven interest in marketing
- Highly numerate with a statistics background
- Excellent communication skills
- An enthusiastic team player
- Very organised, with an eye for detail
- Creative - generates new ideas and thinks of original solutions to solving problems or improving processes
- Methodical in approach

Responsibilities

- Updating the results repository and producing weekly reports
- Using statistical techniques to validate results and aid campaign design
- Monitoring the integrity of data
- Interpretation of results for marketing teams
- Liaison with internal and external clients
- Analyse and report on business data, including reviews of the business market
- Participate in the ongoing development and improvement of processes and systems
- Identifying trends for both internal and reported data
- Appreciation of the importance of legal and regulatory frameworks

Direct Marketing Manager

Description

Develops and coordinates all direct marketing projects.

Suggested CIM professional qualifications

Professional Diploma in Marketing

Chartered Postgraduate Diploma in Marketing

Personal profile

- IDM Diploma and 5 years' Direct Marketing experience
- You will be used to working with large databases - including knowledge of how to build and maintain them and how to analyse the data and segment target market
- Understanding of the various channels through which customers can be reached directly including direct mail, email
- Good numeracy to analyse campaigns for return investment and decide future activity
- Analytical - able to make sense of large amounts of information
- A good communicator - able to present your findings clearly in written reports and to senior managers
- Good relationship management skills

Responsibilities

- Develop the direct marketing strategy, ensuring it complements the overall marketing strategy
- Liaise with product teams to agree objectives and targets
- Champion the importance of building and maintaining a customer-focused communication strategy
- Manage and maintain the customer database
- Work closely with the database manager to optimise the use of the database
- Analyse campaign results and trends and present your findings to senior management
- Brief external agencies and manage the company's relationship with them - ensuring delivery is on strategy, on time and to budget
- Manage overall direct marketing budget and prepare financial reports
- A good understanding of the importance of legal and regulatory frameworks

Events Manager

Description

Organises and oversees the successful running of all events from start to finish. They may also organise and provide logistical support to joint events with third parties.

Suggested CIM professional qualification

Professional Diploma in Marketing

Personal profile

- 4-5 years events management experience
- Good influencing and negotiation skills
- Excellent communications and interpersonal skills at all levels
- A creative, inventive outlook and the ability to articulate and implement your ideas
- Strong project management skills
- Ability to work under pressure and to tight deadlines
- Ability to multi-task and work effectively on several active projects at any one time
- Drive, initiative and enthusiasm
- Numerate and customer-facing to ensure delivery is in line with business expectations and goals
- Commercially aware

Responsibilities

- Organise all internal company events, managing the process of sourcing venues, staging the event, follow-up and analysis
- Manage all corporate events including corporate entertainment, internal corporate meetings, and other miscellaneous events
- Organise and coordinate all joint third-party events either through channel marketing or directly
- Pre-show traffic generation, design, management, technical management, follow up and analysis
- Develop relationships with all third-party providers and negotiate competitive pricing and service levels
- Project manage all events in a timely fashion, professionally and within budget
- Formulate project and budget plans for all events using appropriate cost controls, liaising closely with all relevant departments
- Provide comprehensive analysis and reporting on all events for feedback to Senior Management

Head of Corporate Communications

Description

Responsible for all internal and external communications activities, they also ensure that these promote, protect and differentiate the organisation's brand image in the market place.

Suggested CIM professional qualification

Chartered Postgraduate Diploma in Marketing

Personal profile

- Approximately 8 to 10 years+ industry experience in public and media relations
- An excellent track record in high profile media handling
- Crisis management skills
- Demonstrable skill across all communications channels, including online, publishing, internal communications and events
- Excellent written and verbal communication skills
- Strong reasoning capabilities - creative and lateral thinking, combined with good problem solving skills
- Resilience and confidence - the ability to advise and guide the senior management team and other key business owners and challenge where necessary, using logic and reasoning
- Strong interpersonal skills to build relationships across all levels of the organisation and manage and lead team members within the communications function
- Business focussed - ability to manage resources, deadlines and budgets across all communications channels, whilst achieving the best results

Responsibilities

- Develop, manage and implement a strategic communications plan to promote, protect and differentiate the organisation's brand and image within the marketplace
- Act as PR counsel to the organisation and internal 'clients' such as divisional business heads
- Establish and maintain strong relationships with key stakeholders inside and outside the organisation - including the media, business groups, trade and employees
- Minimise negative coverage by developing crisis management strategies, contingency plans, messaging statements and briefings with key business owners
- Manage, train and develop individuals within the communications function, so that they deliver high quality performance
- Source, manage and evaluate outside agency suppliers and supervise delivery of their work ensure integrated agency working, where possible
- Provide key insight into divisional budget planning and maintain overall responsibility for all communications spending
- In-depth understanding of legal and regulatory frameworks

Internal Communications Manager

Description

Devises and implements effective internal communications as a key to improving employee relations. They may also meet with staff on an individual basis to hear concerns and to promote understanding of company policies and procedures, encourage open and honest communications and promote problem resolutions.

Suggested CIM professional qualification

Professional Diploma in Marketing

Personal profile

- A graduate with a professional qualification in marketing, human resources or business
- Analytical and structured - you will study data to ensure communications support business goals
- Delivery focused with the ability to prioritise business critical solutions
- Demonstrable experience in positively influencing the behaviour of individuals and groups in the senior management team
- Excellent written and verbal communication skills
- Effective and lucid presentation style with the ability to communicate intuitively and factually

Responsibilities

- Provide counsel to supervisors and managers. Assist them in effectively applying corporate policies, guidelines, applicable laws and regulations to people-based issues and concerns that impact individual and team relationships, performance and productivity
- Advise supervisors and managers on behaviours, practices and relationships that integrate company values and objectives, reflect company concepts and principles, earn trust and respect, and are consistent with laws, regulations and business goals
- Coach supervisors and managers on appropriate steps for managing and improving unacceptable employee performance and/or behaviour
- Publish internal newsletters. Evaluate their strength as a channel for conveying general information
- Distribute advance notices to ensure employees feel included in the development of the business
- Publish policy manuals, contributing to their design and tone
- Evaluate training and information videos
- Organise internal events as well as teleconferencing or road shows to communicate across multi-site operations
- Manage group-wide intranets to ensure cross-divisional communication

Marketing Communications Manager

Description

Responsible for creating and implementing a communications and marketing strategy. Oversees the planning, management, and execution of all marketing communications to achieve high-quality, effective work from the whole group. Also measures the effectiveness of all marketing communications on an ongoing basis.

Suggested CIM professional qualification

Chartered Postgraduate Diploma in Marketing

Personal profile

- A Marketing graduate with 6+ years solid marketing background and extensive experience across the full marketing mix
- Excellent strategy development and the ability to communicate your plans in writing and verbally
- An excellent leader with the ability to encourage and develop individuals
- Ability to understand and manage financial statements and to work within budgets
- Excellent project management skills - self sufficient in prioritising, organising workloads, planning ahead and motivating others
- Attention to detail and good copywriting skills
- Willingness to roll up sleeves and deliver hands-on help as part of the team

Responsibilities

- Planning, developing, managing and executing marketing communications
- Commissioning and managing projects, ensuring high quality, value-for-money results, in line with deadlines and brand guidelines
- Manage and support individuals within Marketing Communications and develop your team through recruitment and training
- Liaising internally and externally to generate leads and plan ways of increasing awareness
- Management of external creative agencies as part of this process
- Measurement of results and communicating your recommendations for on-going improvement
- A good understanding of the importance of legal and regulatory frameworks

Marketing Director

Description

Operates at the highest level and is responsible for formulating and directing the company's marketing strategy.

Suggested CIM professional qualification

Chartered Postgraduate Diploma in Marketing

Personal profile

- Proven track record in a senior marketing role
- Strong leadership and influencing skills
- Ability to inspire others and build effective teams
- A strategic thinker and excellent communicator

Responsibilities

- Work closely with key stakeholders, such as Sales and Business Development, to determine business objectives and strategy for delivery
- Establish a clear brand proposition
- Develop the brand offering to exceed consumer expectations - and work with all relevant parties to ensure that it does
- Provide leadership to both internal marketing resources and external agencies in order to achieve an effective communication strategy
- Ensure that a coherent brand message is delivered across all communications
- Monitor returns on investment across all business units
- Contribute to the overall strategy, performance and profitability of the company
- Oversee the activities of the department on a daily basis and be accountable to the Managing Director for its performance
- Continually identify quality and service improvements and ensure these are integrated into future activities
- Be responsible for all personnel within the department, overseeing career development, training and motivation
- Anticipate and develop strategies to meet internal and external business needs
- Regularly interact with executive level management and work with colleagues to promote the best interests of the company
- In-depth understanding of the importance of legal and regulatory frameworks

Marketing Executive

Description

An entry-level position, providing day-to-day support to the marketing managers.

Suggested CIM professional qualification

Professional Diploma in Marketing

Personal profile

- Ideally a graduate in marketing who has been on placement in a marketing department or in a communications agency
- Strong analytical, administrative and organisation skills and great attention to detail
- Demonstrable initiative and enthusiasm, and the ability to multi-task
- Ability to work under pressure and to tight deadlines

Responsibilities

- Liaise between the team and other relevant parties such as: sales, product/brand management, research and finance
- Liaise with external agencies and ensure project requests are dealt with in a timely and efficient manner
- Ensure the smooth-running of the production process, with particular responsibility for the accurate setting of copy design and artwork
- Help to ensure deadlines are met and budgets managed efficiently
- Help to monitor competitor activity - and report on it
- Manage and coordinate meetings and ensure that the team have all appropriate materials to hand
- Prepare and issue all paperwork required to monitor the progress of work - such as status reports
- Appreciation of the importance of legal and regulatory frameworks

Marketing Manager

Description

Responsible for the strategic direction of all marketing activity on specific products and services.

Suggested CIM professional qualification

Chartered Postgraduate Diploma in Marketing

Personal profile

- 5-7 years experience in marketing or product management
- Able to think strategically and deliver project goals
- Ability to work well in multi-disciplined/cross-functional teams
- Good interpersonal skills and ability to build close-knit relationships with outside agencies
- Strong leadership and influencing skills

Responsibilities

- Report to the Marketing Director/Controller
- Ensure that a product or service matches the brand positioning
- Identify target markets and work with the Research teams exploring consumer insights
- Plan communication strategy and liaise with all members of the campaign team to ensure effective and efficient delivery
- Analyse the results of all marketing activity and present findings and recommendations to senior management and product management
- Build both your own and cross-departmental teams
- Liaise with external agencies to ensure they have a clear understanding of the marketing strategy
- A good understanding of the importance of legal and regulatory frameworks

New Media/Web Manager

Description

Leads or supports the development and delivery of information and services through the company website. They also act as custodian of the site, managing its content and developing strategy around new content and services.

Suggested CIM professional qualifications

eMarketing Award

Professional Diploma in Marketing

Chartered Postgraduate Diploma in Marketing

Personal profile

- A graduate with 3+ years experience managing a company website and/or online marketing with a sound understanding of how the web can support a business
- Good project management skills
- Expert in web technology and its effective use in business
- Strong written and verbal communication and presentation skills
- Up to date knowledge of Content Management Systems
- Demonstrable ability to self-motivate, work in cross-functional teams and remain flexible
- Good listening, questioning and problem-solving skills

Responsibilities

- Deliver web-based projects and ensure the day-to-day smooth running of the website
- Manage the website budget and third-party suppliers and technology partners to ensure campaign objectives are met and value for money is delivered
- Manage the development of the website in line with business requirements
- Plan and manage appropriate content on website
- Production, editing and maintenance of all site content and copy
- Appreciation of the importance of legal and regulatory frameworks

Online Marketing Manager

Description

Responsible for owning, managing and delivering increase of revenue and margin through the online business channel.

Suggested CIM professional qualification

Chartered Postgraduate Diploma in Marketing

Personal profile

- Graduate in business or marketing
- 5 years experience of marketing communications and brand strategy, with a good appreciation of all elements of the marketing mix
- Understanding of the relationship between commerce, content and community within an e-commerce framework and use of viral marketing techniques
- Dynamic character, visionary in outlook and understanding of the role of marketing in direct revenue generation

Responsibilities

- Develop and drive the online proposition, extending existing brand values to the channel
- Increase site traffic through a mix of online and offline marketing and promotional initiatives. Overall objective is to increase awareness of the online channel in the target marketplace
- Liaise closely with the Product Development team to ensure smooth implementation on new products and services on-line
- Ongoing liaison with the technical team in the commercial evaluation of new technology for the future progression of the company's online capability
- Liaise with web development and design teams to ensure that navigational links are clear and easy to use. Ensure design and feel of the site is in line with the values of the brand
- Evaluate traffic patterns within the site, implementing tracking and management information systems to check numbers of visits to site
- Develop appropriate reporting metrics and procedures to measure effectiveness
- Analysis of competitor activity in the chosen markets to ensure that offering is compelling - with the aim of creating a 'category killing' product
- A good understanding of the importance of legal and regulatory frameworks

Partnership/Alliance Manager

Description

Drives and delivers the value proposition for partners/alliance partners.

Suggested CIM professional qualification

Professional Diploma in Marketing

Personal profile

- Proven track record in integrated communication
- Ability to negotiate contracts
- Excellent account management and client servicing skills
- Analytical with sound commercial awareness
- Ability to define the value proposition and communicate it effectively to potential targets
- Ability to multitask and manage programmes across diverse product or industry groups
- Good systems and database knowledge
- Excellent written and verbal skills with the ability to write and present business cases
- Excellent presentation skills and confidence in presenting to all levels of management

Responsibilities

- Plan, organise and implement a joint marketing activity to complement individual marketing activities
- Liaise with other functions and develop the commercial propositions to make the business more attractive to partners
- Responsible for creating the partner map to provide clarity and direction to the Marketing Department, Sales and the heads of business functions and/or divisions
- Manage the marketing budget and monitor the effectiveness of partner programmes
- Manage internal resources and third party agencies to create collateral for use by both the Partner/Alliance company and/or the internal sales/business development unit
- Establish and maintain standards for communication - to customers, partners and potential partners
- Appreciation of the importance of legal and regulatory frameworks, i.e. Copyright and Licensing

Press Officer

Description

Acts as a first point of contact for the media. Organises all press release opportunities and oversees the production of copy and design work for releases.

Suggested CIM professional qualifications

Professional Certificate in Marketing

CAM Diploma in Marketing Communications

Personal profile

- Ideally a graduate in marketing or communications with experience in the media sector or journalism
- Strong organisational skills
- Effective communicator both at presentation level and on an informal basis
- Good relationship building skills across marketing, sales, legal, HR and the heads of the business divisions
- Intuitive communicator who understands both the company and third-party interests and can create win/win situations

Responsibilities

- Develop effective relationships with the press to ensure coverage of company events, products and any changes in a favourable and promotional light
- Copywriting or proofreading of all external communications
- Targeting of external media to ensure coverage
- Organisation of targeted press releases in appropriate mediums
- Identify and report on competitor press activity to ensure competitive advantage
- Attendance at key industry events and communication with journalists directly or through the business leaders or head of marketing/PR
- Act as the key point of contact internally and externally for all Press Relations activity
- Devise strategies with the PR agency to enhance the company and brand proposition
- Ensure the company profile remains high across all geographic territories/product/service segments
- Ensure all communications comply with and re-enforce the brand proposition
- Create archiving system of all press activity to be used internally and given to external stakeholder functions
- Crisis management when appropriate
- Produce guidelines for internal use governing information to the press

PR Manager/Director

Description

Develops and coordinates all policies and programmes relating to public relations activity.

Suggested CIM professional qualifications

CAM Diploma in Marketing Communications

Professional Diploma in Marketing

Chartered Postgraduate Diploma in Marketing

Personal profile

- A graduate with a minimum of 10+ years experience in marketing communications and 5 years at a senior level in Public Relations
- A thorough understanding of the principles of effective internal and external communications, mass media, publicity, advertising, education and community relations
- Ability to plan and effectively present ideas and concepts to gain support within the business and from any appropriate third party
- Highly analytical. The individual must be able to assess data from numerous points and recommend which tactical steps to follow
- Excellent relationship and networking skills with the ability to manage and direct projects
- Expert at minimising risk and deploying risk mitigation exercises where necessary

Responsibilities

- Plan and implement all necessary public relations activity and schedules of events in support of the brand and company communications strategy
- Evaluate all existing programs, services, techniques and procedures and establish the annual calendar of PR programmes
- Participate in the local community and with national bodies to gather information and seek support of these groups where necessary to ensure the profile and position of the business remains whole and develops
- Play a key role in, or even direct the internal communication programmes through various methods such as email, group meetings, company communications
- Ensure key people and/or products are covered in the industry and business press to support the brand campaign and enhance sales efforts. Manage the PR agency to develop articles and exposure within core and vertical media
- Work as part of the senior management team to understand key business messages and translate them into business solutions messages
- Develop the PR budget and gain approval for it through the marketing or business owner of the Profit and Loss
- Foster a rapport with the media and create mutually respected relationships
- Contact the media to ensure coverage of innovative programmes, positive developments, employee promotions

Product/Brand Manager

Description

Responsible for developing and implementing the marketing activity plan of each product or service offering.

Suggested CIM professional qualification

Chartered Postgraduate Diploma in Marketing

Personal profile

- 3+ years experience in product management
- Analytical and innovative
- Creative
- Profit and Loss responsibilities
- Good communicator
- First class interpersonal skills with good influencing skills

Responsibilities

- Understand business objectives and the strategies to meet them
- Ensure the product/brand achieves set key performance indicators
- Analyse consumer data to determine suitable product offerings - and their positioning
- Monitor market trends and identify new opportunities where appropriate
- Determine price points and analyse Return on Investment
- Work closely with all relevant departments to ensure successful delivery of products and services
- Appreciation of the importance of legal and regulatory frameworks

Sponsorship Manager

Description

Develops and implements strategic sponsorship/business relationships to drive the profitability and profile of the company or partner.

Suggested CIM professional qualification

Professional Diploma in Marketing

Personal profile

- Previous experience of sponsorship, in particular evidence of exploiting successful sponsorship programmes
- A creative, progressive, forward thinker
- Excellent project management and organisational skills
- Results driven
- Strong commercial acumen
- Excellent negotiation, influencing and presentation skills
- Excellent interpersonal and communication skills

Responsibilities

- Develop and implement sponsorship strategies that compliment the broader communication strategy and deliver high levels of awareness and positive brand associations
- Seek to maximise existing rights. Source, research and manage communications with potential targets - competitor accounts, expired contracts and new sponsors
- Develop brand propositions, marketing campaigns and PR activity to leverage maximum brand exposure from sponsorship partnerships
- Implement mechanisms for measuring, tracking and evaluating all sponsorship activities
- Manage third party agencies and suppliers
- Manage the Sponsorship Development budget
- Retain and build relationships with key sponsors
- Appreciation of the importance of legal and regulatory framework

We can support you at every stage

Share best practice, keep at the cutting edge and realise your career aspirations with The Chartered Institute of Marketing. Being a member helps you stand out from the crowd no matter where you are in your career, while putting you right at the heart of the industry.

We support you with the following benefits:

- 1. Knowledge** - exclusive industry intelligence
- 2. Network** - connections, insights and events
- 3. Career** - essential advice and information

1. Essential knowledge

As a member you get access to a range of specialist resources, plus exclusive industry updates from the experts - in other words, everything you need to know to stay ahead.

We know how important it is to stay up to date, so we make sure you have all the information you need at your fingertips. A whole range of resources are available in person, online and even delivered straight to your door.

Some of the knowledge benefits include:

- Marketing resources - online information hub giving you access to a wide variety of stimulating research papers, market reports, fact files and case studies
- Legal helpline - access to free expert legal advice on a wide range of business, employment and personal issues
- The Marketer - keep informed and receive all the latest industry news, in-depth analysis and practical guides from our exclusive publication

"The Chartered Institute of Marketing has never let me down with its Marketing resources and knowledge services. My experience with the articles and books search can be summarized as fast, competent and extremely useful."

Maria Karas, Affiliate Professional
Project Executive, The Route Development Group

2. Stay better connected

Meeting other marketing professionals isn't just helpful, it's essential - because everybody's got something to offer. By being a member, you have more opportunities to meet people and share knowledge.

We are uniquely positioned at the very heart of marketing, so as a member you'll have the chance to

strengthen your ties to the industry as a whole. From marketers with similar interests to academics, practitioners and industry gurus, you can make sure you're involved in the marketing community.

Some of the networking benefits include:

- Events - our local, regional and national events enable you to keep up to date with the latest thought leadership and best practice
- Local branches - meet and interact with like-minded marketing professionals from a wide range of industry sectors
- Market Interest Groups - join interest groups specific to your particular focus, industry or specialism

"Marketing is not always seen as a priority within the sector I work in and so my Market Interest Group has proved good value. Meeting and hearing from senior and influential industry figures has been really helpful plus interesting and useful too."

John Taylerson, FCIM

Managing Director, Malmesbury Syrups

3. Career development

As a member, you're more equipped than most to move on in your career. With expert advice on everything from data protection legislation to group presentations, and exclusive access to vacancies and specialist support, you're in good hands.

Wherever you are and wherever you're heading, we can help you take the next step, confidently. As your career develops, you can upgrade to new membership grades that reflect your progress - and our programme for continuing professional development (CPD) means your progress will always be recognised. It can even enable you to achieve Chartered Marketer status - the mark of an up to date, experienced and qualified professional and the ultimate accreditation for marketers.

Some of our career benefits include:

- Chartered CPD Programme - providing the framework for you to take control of your own development
- Career and Professional Development Centre - members have access to specialist career support, information and a personal advisory service
- Job vacancies - search, register and receive regular emails on new marketing opportunities through The Marketer's online jobs section

"Chartered Marketer status has helped me extensively to establish my credentials both with new consultancy clients and within the university faculties that I teach. The CPD commitment is also a great discipline for me, to ensure I stay up to date with new concepts and developments."

Michael Collins, MCIM Chartered Marketer

Marketing Consultant, Database Marketing Counsel

For more information about your membership, please visit www.cim.co.uk/membership. Alternatively, if you have any queries you can call +44 (0)1628 427120 or email membership@cim.co.uk

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