

# LIBF

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## JOB DESCRIPTION

### SECTION 1

#### BASIC DATA

<b>Job Holder's Name:</b>		<b>Job Title:</b>	Junior Marketing Manager
<b>Reports to:</b>	Senior Marketing Manager	<b>Location:</b>	Remote
<b>Department:</b>	GTM UK Team	<b>Job Family:</b>	Team Leader and Specialist

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### SECTION 2

#### DEPARTMENT STRUCTURE

To be confirmed

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### SECTION 3

#### OVERALL JOB PURPOSE

To play a vital role in shaping and implementing cutting-edge marketing strategies for LIBF's dynamic professional education portfolio. Reporting directly to the Senior Marketing Manager, you will play a key role in driving marketing efforts for LIBF and contributing to the overall marketing goals.

### SECTION 4

#### PRINCIPAL ACTIVITIES/OUTPUT OF JOB

(This area outlines in more detail the duties of the post holder).

- Collaborate in creating, developing, and executing marketing plans, aligning with business area objectives.
- Implement marketing plans with project team members and drive planning meetings.
- Coordinate multi-channel marketing campaigns with sales activities and lead on the creation (alongside design teams) and publication of marketing assets and collateral.
- Day to day management of various marketing channels and touchpoints including, email marketing, content marketing, on and offline marketing channels and partnerships.
- Embrace a test and learn approach and take ownership of monitoring and reporting on campaign effectiveness – prioritising activities that drive the desired output.
- Track budget activity and focus on managing and enhancing new customer acquisition and retention campaigns.
- Explore advertising opportunities with partners, participate in media planning and purchase negotiation, and monitor competitor activity.
- Act as the brand guardian, maintain brand standards across all communications.

# LIBF

## **CONTACTS AND INFLUENCE EXERCISED**

Internal

- All levels (informing, advising, seeking advice and information from).

External

- Potential to influence the perceptions of existing members and customers alike.
- Contact with a wide range of customers including business or HR/training managers, through to front line staff.
- Contacts with a range of other external contacts including suppliers, local centres, members, etc.

## **DECISIONS**

Indicate the level which best describes the job holder's involvement in the decision making process:

Follows written and verbal instructions and established guidelines	
Interprets policies & procedures	
Participates in the establishment of guidelines & procedures	X
Acts as final authority to implement policy, guidelines and procedures that affect strategic goals	

Indicate the statement which best describes the impact of the job holder's decisions:

Restricted to employee's own work	X
Has impact on department/directorate* objectives	
Has impact on The London Institute of Banking & Finance objectives	

## **ANY ADDITIONAL FEATURES OF NOTE**

None

Signed ..... Date .....

JOB HOLDER

Signed ..... Date .....

MANAGER

## PERSON SPECIFICATION

**Job Title:** Junior Marketing Manager

**Reports to:** Senior Marketing Manager

**Department:** GTM UK Team

<b>Qualifications, knowledge and professional memberships</b>	Essential /desirable?	
At least GCSE or equivalent in English and Maths (literacy and numeracy)	<b>E</b>	
Degree educated or equivalent (ideally marketing degree)	<b>E</b>	
A professional qualification in marketing and evidence of CPD	<b>D</b>	
At least three years of experience working in a comparable position, ideally managing multiple projects and preferably within a startup environment.	<b>D</b>	
<b>Technical Skills and Experience</b>		
Excellent written English skills, including composition, spelling, grammar, Punctuation and proof-reading	<b>E</b>	
Experience of working with the full marketing communications mix, including digital communications and social media	<b>E</b>	
Intermediate MS Word, PowerPoint and Excel	<b>E</b>	
Has planned and implemented online and offline marketing campaigns	<b>E</b>	
Has experience of monitoring and analysing and evaluation of marketing tactics	<b>E</b>	
Knowledge of LIBF and its products	<b>D</b>	
Excellent communication skills (verbal and written)	<b>E</b>	
Excellent organisational and time management skills	<b>E</b>	
Data and database management skills	<b>E</b>	
Excellent attention to detail	<b>E</b>	
Experience or knowledge of the financial services sector	<b>D</b>	
Experience or knowledge of the education sector	<b>D</b>	
Working as part of a marketing team	<b>E</b>	
<b>Core Competencies</b> (this section should contain the level of competency required to carry out this role. Please refer to the competency framework for clarification where needed. Placing a N/A where the competency is not required as part of the job)	<b>Essential / desirable?</b>	<b>Core for all employees</b>
<b>Values</b>		
Collaboration	<b>E</b>	<b>C</b>
Adaptability	<b>E</b>	<b>C</b>
Innovation	<b>E</b>	<b>C</b>
Integrity	<b>E</b>	<b>C</b>
Support	<b>E</b>	<b>C</b>
<b>Skills and Experience</b>	<b>Essential / desirable?</b>	<b>Core or Enhanced</b>
Communicating effectively	<b>E</b>	<b>En</b>
Business thinking	<b>E</b>	<b>C</b>
Developing Yourself	<b>E</b>	<b>C</b>
Getting things done to achieve results	<b>E</b>	<b>En</b>
Digital Capability	<b>E</b>	<b>C</b>
The Customer Experience	<b>E</b>	<b>C</b>
Managing quality and standards	<b>E</b>	<b>En</b>
Applying judgement and taking decisions	<b>E</b>	<b>C</b>