



The Institute of Customer Service

Marketing and Communications Manager

Briefing Pack

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www.instituteofcustomerservice.com

About The Institute of Customer Service

The Institute of Customer Service is the independent, professional membership body for customer service.

Founded in 1996, and formally incorporated in February 1997, we help our members improve their customers' experience and their own business performance.

We exist to improve business performance by improving customer experience. By working with business, the public sector and the Government, we are positioning the UK as world leaders in service – to build a strong economy.



"We are living in the most challenging times, with increased uncertainty and complexity. 78% of UK GDP comes from the services sector and a staggering over 70% of people are employed in customer related jobs. So customer service really matters..." - Jo Causon, CEO

Members

The Institute of Customer Service has around 400 organisational members and many individual members. Our membership includes leading brands such as Sainsbury, M&S, RBS, Amazon, BT and John Lewis, as well as Octopus Energy, Lloyds, O2 and the NHS.

A few words from one of our members

“ *I don't think there's any doubt that working with The Institute has had a fundamental impact on our progress. The regulator plays an enormous role, setting the standards we have to meet – the hygiene factors if you like. But with The Institute we have awoken to the art of the possible, setting our own agenda on how far we want to push service standards over and above the regulatory targets. The Institute has held the mirror up for us and made us look across all the other 12 business sectors too. They have given us some lightbulb moments.”*

Peter Farrer, COO
Scottish Water

For a full list of our members, please go to www.instituteofcustomerservice.com/membership/members/

What's it like to work here ?

We're small but mighty - we have around 35 employees and people are often surprised that such a small team achieves so much !

Half of our team is based in London, including Marketing & Communications, Research & Insight, Finance, Academy, IT, Operations, HR, and the CEO's office. Our office-based team currently work a hybrid pattern of Tuesday to Thursday in the office and Monday / Friday at home. Our office is in Mill Street SE1 and we believe maintaining an office presence is important for our team and our Members.

The rest of our team are home-based around England and Scotland. The Client Experience team either generate new business prospects or provide account management support, whilst Academy, Standards and Quality colleagues deliver professional development and qualifications programmes and ensure our quality and accreditation standards are upheld.

Our Values

Our Values underpin everything we do, and we talk about them often. They are:

Independent: The impartial voice for customer experience issues.

Expert: Providing relevant, authoritative information, actionable insight and knowledge.

Inspirational: Encouraging ambition, striving for best practice and promoting continuous improvement.

Impactful: Making a difference to our employees, customers and stakeholders so that our customers can make a difference to their customers.

Inclusive: Open to all, both organisations and individuals, who want to demonstrate a continued commitment to improving their customer service.

Ownership: Trusted to deliver, being accountable to each other and our Members, and for our Members to deliver to their customers.

With Values like this, you can expect a working culture that is welcoming, supportive and professional. We care deeply about our people and are committed to investing in personal development and creating an environment for employees to make a real difference to our members.

We're proud of our high employee engagement ratings and we work hard to stay connected as a team. We hold regular all-company Zoom calls, social activities, informal 'lunch and learn' sessions, and team awaydays.

We support internal communications and wellbeing initiatives and use our monthly peer to peer recognition and annual awards schemes to recognise each other's achievements.

Benefits of working at The Institute

Apart from the satisfaction of doing something worthwhile and the chance to work with a wide range of FTSE organisations, you'll also enjoy a range of employment benefits.

- 25 days' paid annual holiday
- 35 hour working week (0900 to 1700 Monday to Friday)
- Life assurance (3 x annual salary)
- Pension scheme
- Cycle to work scheme (Cycle2Work) and season ticket loans
- Employee Assistance Programme and other wellbeing benefits
- Healthcare cash plan
- Employee discount scheme with a wide range of retailers
- Hybrid working and a great office environment when you're there
- Commitment to your personal development
- Regular social activities
- Extra days off at Christmas (non-contractual)

About this Opportunity

You'll be joining us at an exciting time when the work that we do is more important than ever. We know where we want to go and how to get there, and you can play a key part in achieving our vision.

This role is a major hire within the Marketing & Communications team. Leading a core function within the business, you will play a critical part in our strategic marketing growth journey. Working within an experienced and supportive team of five, you'll be at the centre of the organisation with full responsibility for all aspects of The Institute's marketing and communications activities.

As a key member of the team, you'll focus on increasing Member engagement and supporting our New Business and Client Relationship teams in achieving our financial targets through lead generation, regular digital communications and high-quality collateral. Digital marketing is key, in particular website, email communications and social media, and the role has an important remit for internal communications.

You'll work closely with the Marketing & Communications Director, Head of Product and colleagues across the business, particularly the Client Experience team, to ensure successful delivery of products from customer requirements through to final reporting.

We are looking for a creative, proactive, resourceful, and commercially minded individual to support the business in achieving its objectives.

Additional Resources

- Our portfolio of products is outlined on our website: <https://www.instituteofcustomerservice.com/>
- News and events: <https://www.instituteofcustomerservice.com/news/>
- Our media hub: <https://www.instituteofcustomerservice.com/media/>
- How membership works for [organisations](#)
- Please refer to the Job Description below for full details of the role.

Job Description

Title:	Marketing & Communications Manager
Directorate:	Marketing & Communications
Responsible to:	Marketing & Communications Director
Location:	London (Tuesday-Thursday), Home Working (Monday & Friday)

OVERALL PURPOSE

- To help The Institute raise its profile and strengthen its position as the UK's authority on customer service
- To increase member engagement and the value we add, ensuring high retention levels
- To support the New Business and Client Relationship teams in hitting financial targets through lead generation, regular digital communications and high-quality collateral
- To enhance The Institute's digital marketing, in particular website, email communications and social media activities
- To increase staff engagement and connection to The Institute's purpose helping to support employee retention through regular, professional internal communications

KEY RESPONSIBILITIES

1. Profile and influence - media relations & content

- a) Develop and manage a content plan to raise awareness and profile of The Institute, positioning it and our CEO as the UK's leading authority on customer service. Ensure CEO is appropriately briefed for all media opportunities
- b) Use our research to create original content for profile raising, membership engagement and lead generation purposes
- c) Ensure The Institute's brand and purpose is appropriately positioned
- d) Where required, work our PR agency to develop, review and deliver press releases, comments and other media opportunities based on our research, key messages or topical issues and to generate media coverage
- e) Identify and secure suitable speaking opportunities for our CEO, reaching out to organisers and setting up keynote opportunities

2. Member engagement - marketing & communications

- a) Support the Marketing & Communications Director to ensure the marketing and communications plan delivers on The Institute's overarching marketing objectives (including Product, Membership, The Academy and Insight Consultancy)
- b) Manage and support the Events & Marketing Executive on event communications (including the Annual Conference, AGM, research launches and webinars) to deliver appropriate exposure and member engagement
- c) Work with our publishing partner to oversee production and publication of The Institute's magazine, Customer Focus (published 3 times a year)
- d) Plan and manage the execution of marketing campaigns, and appropriate collateral to support the launch and penetration of our product and services portfolio as part of the membership
- e) Help build a catalogue of written and video case studies and podcasts showcasing our products and services and the overall membership offerings through member success stories so that we can demonstrate the appropriate ROI of membership
- f) Support the Product team to ensure that the membership propositions are understood across the business and positioned appropriately externally

- g) Analyse and report on external communications activity, media coverage and achievements, in order to brief the Marketing & Communications Director, CEO (and the rest of the Director Team), and to contribute to business performance monitoring/scorecards
- h) Where appropriate work with the Marketing & Communications Director to build external relationships and develop joint communications initiatives with other organisations (including leading member organisations) to raise our profile and reinforce the benefits of our value proposition
- i) Oversee and promote The Institute's campaigns, including Service with Respect and Inspiring a Service Nation
- j) Ensure brand governance and centralised approach to communications is understood and adhered to across the organisation and with our members

3. Digital communications

- a) Manage marketing automation platform (Hubspot) and ensure appropriate dataflow/ synchronisations with other platforms, including CRM
- b) Spot opportunities to automate processes and configure system workflows where appropriate
- c) Support the Marketing & Communications Director to update, maintain and develop website, email and social media strategy and deliver against business objectives
- d) Manage The Institute's website maintenance and development (working with our web agency) including search, content, shop, email and social media plan
- e) Ensure appropriate links to other systems to reduce duplication of effort and activity and consistency of messages
- f) Manage the production, editorial content and distribution of the monthly external newsletter to member and non-member contacts
- g) Analyse digital marketing metrics to identify appropriate actions to improve our communications, products and identify and highlight opportunities, ensuring continuous improvement.
- h) Using the research and other appropriate Institute resources, create regular content to attract, nurture and convert new business leads
- i) Build out the member area of our website and show the impact our digital approach has on member engagement and retention. Increasing retention, usage and impact
- j) Conduct social media activities which help amplify and enhance our profile e.g. appropriate events and research launches and engage with our audience on a day-to-day basis about the importance and impact of customer experience
- k) Support and train colleagues to ensure they follow best practice for effective use of our website, digital tools and social media to drive marketing objectives and assess the impact this has

4. Internal communications

- a) In conjunction with the CEO, Head of HR and other colleagues, develop and implement our Internal Communications Plan to ensure clear, consistent and engaging communication
- b) Maximise employee engagement with The Institute and its mission, vision and values
- c) Manage the production, editorial content and distribution of the monthly internal newsletter
- d) Work with Operations and other appropriate stakeholders to automate internal processes and communicate changes across the business
- e) Monitor the success of internal communications to identify areas for improvement

ROLE DIMENSIONS

Line management responsibility

Line management of Events & Marketing Executive.

Financial responsibility

Monitor the Marketing & Communications budget on a day-to-day basis, working with the Marketing & Communications Director to ensure expenditure is appropriately managed.

Key relationships

Internal: Marketing and Communications Director, Events & Marketing Executive and the Marcomms team; CEO; Executive Assistant to CEO; Head of HR, Business Development team; Research & Insight team and product team; Directors; all directorates.

External: Members; PR agency; lead generation agency; media and journalist contacts; web supplier; other external agencies.

Authority to act on behalf of The Institute

Handles media requests and identifies suitable speaking engagements for our CEO
Posting, sharing and replying on social media platforms.

SUCCESS CRITERIA

- Increased member engagement and retention
- Increased employee engagement and retention
- Broadcast and tier one national media coverage achieved
- CEO positioned effectively with outside audiences
- Increased member area activity
- Presence / reach in relevant social media
- Improvement in search performance
- Brand profile and impact
- Increased member take up of products and services
- Increased member satisfaction with website and communications
- Achievement of lead generation targets
- Effective management of budget
- Improved efficiency and speed of marketing operations
- Our members understand our offerings and purpose.

PERSONAL DEVELOPMENT

It is the responsibility of the job holder to ensure that your professional knowledge and job skills are fully up to date at all times.

The role-holder is required to perform related duties as required. This job description does not necessarily include every responsibility, requirement or skill associated with the role. It is intended to reflect the role currently and the manager and role-holder will revise the job description as necessary to ensure the needs of The Institute and its members can be met.

The manager is responsible for managing the performance and development of team members to achieve the business goals along with satisfying each member's own personal career aspirations.

PERSON SPECIFICATION: MARKETING & COMMUNICATIONS MANAGER

Knowledge

- Website CMS, Hubspot (or similar marketing automation platform) and Google Analytics
- Current lead generation techniques
- Strong commercial awareness
- Knowledge of CRM and automating marketing processes an advantage
- Marketing & Comms background – good understanding of PR and campaigns an advantage

Skills

- Strong people/performance management and motivational leadership skills
- Excellent oral and written English, able to produce concise and impactful copy
- PR and media relations expertise (B2B / corporate) to effectively write, position and recognise opportunities, and handle media contacts
- A flair for using digital channels and technology to deliver marketing objectives
- Disciplined planning and delivery of effective projects to achieve deadlines and budgets
- Ability to plan proactively and implement a communications strategy based on solid analysis
- An innovative and flexible approach to identifying communications opportunities and options
- Ability to generate ideas, evaluate options, develop innovative, flexible solutions to problems
- Ability to direct a lead generation strategy based on strong data analysis and collaboration with business development colleagues
- Understanding of web and digital marketing analytics and campaign metrics
- Highly collaborative working style
- Credible and able to maintain effective relationships with customer facing teams, senior managers, sales channels, external suppliers and partners
- Remains calm under pressure to achieve tight deadlines and respond to urgent demands
- Microsoft competency levels: Advanced Excel, PowerPoint and Word
- Experience of Adobe CC products an advantage (InDesign, Photoshop and Illustrator, etc)

Attitudes

Lives The Institute's values

High integrity

Proactive and solution-oriented

Flexible, pragmatic and focused on getting things done

Experience

Minimum of 5 years working in marketing and communications in a commercial organisation in a B2B/ corporate environment

Monitoring, reacting and contributing to debate on social media

Digital marketing experience

A background that includes the full marketing mix, including online and offline communications, lead generation; and ideally, some PR, events and brand management experience

Developing and sustaining close working relationships with suppliers

Lead generation

Professional qualifications

Degree level education or equivalent

Relevant post-graduate professional qualification an advantage

Occasional travel to other UK locations will be necessary for business reasons