



The Institute of Customer Service

Marketing and Events Executive

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 employ just under 40 people. Half of our team is based in London, including Marketing & Communications, and the other half works remotely, servicing our members by providing account management support and delivering professional development programmes.

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 and informal 'lunch and learn' sessions; we support internal communications and wellbeing initiatives; and we use our monthly peer to peer recognition and annual awards schemes to recognise each other's achievements.

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 key hire within the Marketing & Communications team. As a core function within the business, this role will play a critical part in our strategic marketing growth journey.

Working within an experienced team of five, the Events & Marketing Executive will deliver a programme of events which increases member and non-member engagement and ensures members gain maximum value from their membership.

In this role, you'll work closely with the Marketing & Communications Manager and Marketing & Communications Director to deliver our marketing plan, which aligns with the overall end-end marketing objectives of the organisation. You will be responsible for the promotion and management of events relating to national profile raising (most notably The Institute's Annual Conference and Awards) and support a programme of virtual and physical events, such research launches, Head to Head webinars, training courses and our AGM.

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

Additional Resources

- All our upcoming events can be found here: [Events](#) (example calendar also available in PDF)
- Please see our upcoming Academy training here: [Virtual Training sessions](#)
- Flagship events include:
 - [Annual Conference](#)
 - [UK Customer Satisfaction Awards](#)
- Please refer to the job description below for full details.

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 plus Bank Holidays
- 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 loan
- Employee Assistance Programme and other wellbeing benefits
- Healthcare cash plan
- Employee discount scheme with a wide range of retailers
- Active support for personal and professional development
- Regular social and team events (virtual for now, in person when we can!)

Job Description

Title:	Events & Marketing Executive
Directorate:	Marketing & Communications
Responsible to:	Marketing & Communications Manager
Location:	London SE1 with hybrid working

OVERALL PURPOSE

To deliver a programme of events which increases member and non-member engagement and ensures members gain maximum value from their membership. To organise events ensuring cross-departmental co-ordination. To promote and manage events relating to national profile raising (most notably The Institute's Annual Conference and Awards) and support a programme of virtual and physical events, such as research launches, Head to Head webinars, training courses and the AGM.

To support the Marketing & Communications Team with a range of activities relating to Marketing, Communications and Product. To act as the lead on the internal communications activity working closely with the internal communications and HR team. It is a varied role which touches every part of the business, involving event planning & management, digital marketing and communications support.

KEY RESPONSIBILITIES

1. Plan and implement national profile raising events to support member engagement, including our flagship Annual Conference & Awards, the AGM, Head to Head interviews, research launches, National Customer Service Week and member meetings.
2. Co-ordinate pan-Institute events and maintain an overview of all department plans
3. Manage the events section of website and share these across the business and membership to ensure promotion of key events in a planned and timely manner.
4. Work closely with the Marketing & Communications Manager to ensure online and offline communications are fully integrated, consistent and coherent and that offline activity drives relevant traffic to The Institute's website.
5. Work with the Marketing & Communications Manager and Marketing & Communications Director to ensure events are accompanied by videos highlighting key findings for use on different channels.
6. Create and update brand materials for use with presentations, collateral, exhibition stands and other Institute literature, to provide high quality materials that comply with The Institute's brand identity and meet event deadlines.
7. Create a suite of digital communication templates, to ensure event invitations, reminders and follow up activities are consistent in language, tone and imagery.
8. Create and implement a suite of templates for event collateral and delegate materials/ packs for use across the business, to ensure high quality standards and consistent brand identity.
9. Create, audit and maintain marketing, communications and event content on the Institute's intranet to promote awareness of and maximise attendance at events.
10. Create and maintain a target list of customers and review with colleagues to ensure events are appropriately targeted and maximise member engagement.
11. Measure and assess ROI of events through post-event surveys and analysis to enable the Institute to respond to customer feedback and improve the customer experience.
12. Create, report on and be accountable for a set of key metrics for communications activity associated with all customer events activity, in order to monitor performance against key success criteria, proactively identify shortfalls and take prompt corrective action.
13. Collate, analyse and report on post-event attendee data and feedback for all events in order to provide evaluation data.

14. Work with the chosen events planning agency/supplier to secure financial sponsorship for the Annual Conference and Awards so that events meet agreed cost and profit targets.
15. Provide support for CEO speaking engagements, including briefing materials, and work with the Communications Manager and Executive Assistant to ensure the CEO is appropriately briefed on all keynote events.
16. Plan and implement National Customer Service Week, providing collateral to colleagues for sharing with the membership and working across the business to promote.
17. Maintain and report on key metrics for National Customer Service Week, including managing the shop, to ensure targets are met and achievements are effectively communicated.
18. Maintain a speaker database to ensure appropriate speaker options for Institute events.
19. Manage relationships and commercial contracts with suppliers to ensure that events meet marketing and commercial objectives.
20. Work with colleagues to develop and maintain business processes in relation to events, to promote efficient and consistent practices.
21. Monitor and improve the way The Institute manages its Individual membership offering
22. Working with HR and the internal comms working group, take lead on Internal Comms, manage the monthly internal newsletter, and be the internal brand guardian.
23. Support with writing and reviewing communications drafts.

ROLE DIMENSIONS

Financial responsibility

Responsibility for managing the events budget, approximately £275k including Annual Conference P&L, and for achieving income and sponsorship targets for key events.

Key relationships

Internal: Marketing & Comms Manager and Marketing & Comms Director and wider Marcomms Team; our Academy, Client Relationship Directors; Research & Insight Team ; CEO and CEO EA.

External: Event organisers and suppliers; member organisations and other bodies, which may support Institute events and other activities via sponsorship.

Related duties

This job description does not necessarily include every responsibility, requirement or skill associated with the role. It reflects the role as it is currently and you may be required to perform related duties.

KEY SUCCESS CRITERIA

Events KPIs / metrics

Engagement level of members – take up products and services

Leads generated by Events

Customer satisfaction with communications and events

Number of c-level contacts attending flagship events

Financial objectives for Annual Conference and Awards

Effective use of Marketing budget

PERSON SPECIFICATION – MARKETING & EVENTS EXECUTIVE

Knowledge

Strong knowledge of events management and marketing.

Digital marketing techniques including product launch, campaign management, email, web & social media, and lead generation.

Skills

- Planning and implementation of effective communications plans and events on time and within budget in line with project management principles

- Accomplished oral and written communications in English to produce concise and impactful digital marketing copy and promotional material
- Strong commercial acumen
- Financial management of events, and the ability to identify opportunities to reduce cost and improve performance
- Excellent stakeholder management including ability to manager supplier partners, CEO, Director Team, Client Relationship Team
- Ability to work independently, under pressure and to tight deadlines
- IT skills: competent in use of CRM, marketing automation/email systems (Hubspot or similar); CMS (WordPress or similar)
- Microsoft competency levels: Advanced Word, Intermediate Powerpoint and Excel
- Desirable: Adobe CC and basic html skills

Attitudes

- Lives The Institute's values
- High integrity
- Proactive and solution-oriented
- Team player
- Can-do attitude

Experience

- 3 years' experience in an Events and/or Marketing environment, with at least 2 years' experience of event management
- Briefing and managing suppliers in events management, venue provision, and production of marketing materials
- Using events metrics and KPIs

Education and Professional Qualifications

Educated to degree level

Minimum GCSE at C or above (or equivalent) in English and Maths

Note: Occasional early morning or evening work and travel to other locations will be necessary for business reasons