

Job Description

Title: Product Marketing Executive

Directorate: Marketing and Customer Experience

Responsible to: Head of Product and Customer Experience

Location: London (hybrid working 3 days per week in the office)

OVERALL PURPOSE

The Institute of Customer Service is a membership organisation with a product range built around our members that covers benchmarking surveys, accreditations, training and qualifications, tailored research and consultancy.

This role sits in the centre of the organisation and supports key aspects of The Institute's core products including development, marketing, and delivery. Our products are essential for our members to support the high levels of customer service expected by businesses and consumers. The Institute boasts over 370 members, encompassing a diverse range from mid-size enterprises to large organizations, proudly representing some of the UK's most prominent brands.

- Support the Head of Product & Customer Experience with new product development and delivering enhancements to existing products and our membership value propositions.
- In conjunction with broader communications, support on delivering the product marketing plan and associated activities to increase product engagement and penetration with our members.
- Develop and maintain product documentation, resources, and collateral, and support the delivery of training for the business and product sessions for members and colleagues.
- Support the delivery of customer and employee benchmarking surveys working with the client development team and portal providers – helping the process end-to-end to ensure successful delivery of products from customer requirements through to final reporting.

KEY RESPONSIBILITIES

Product Portfolio

- a) Contribute to a range of product improvements across a diverse portfolio of products ranging from benchmarking surveys through to learning and development products, including training courses, qualifications and other products delivered through our Virtual Learning Environment. Ensure the membership propositions are protected and appropriately sold via the client facing teams.
- b) Help initiate the design, development, testing and implementation of product improvements to increase automation, digital delivery and improve the user experience.
- c) Develop in-depth knowledge of our products and services.
- d) Create and maintain product specifications for suppliers. Manage relationships with suppliers to ensure products and services are delivered to the organisation's and member's requirements.
- e) Be an expert in all aspects of the product to act as the 2nd/3rd line support after the Client development team for product-related queries.

- f) Support the Head of Product to deliver a schedule of product training for the organisation and specific onboarding activities for new starters, and facilitate feedback sessions with members.
- g) Maintain and develop the product/value proposition library internally (on our Intranet) and externally (knowledge base for members).
- h) Maintain and update the Institutes Intranet documentation, including support pages, processes. Working with the wider Institute to recommend, implement, updates and changes.

Marketing

- A. Assist with the development of case studies and marketing content for Institute products.
- B. Support analysis and review of value propositions, membership offerings and products/services, to meet yearly objectives through the business plan.
- C. Help support the Head of Product to deliver the product and service portfolio end-to-end, including market research, customer experience definition, pricing, product development and launch enhancements and customer satisfaction.
- D. Manage the production of marketing collateral for all value propositions, products and services to ensure high quality output.
- E. Identify and implement improvements to our portfolio based on member feedback, business and market need.

ROLE DIMENSIONS

Key relationships

Internal: Head of Product and Customer Experience; Director of Marketing and Customer Experience; Customer Experience Executive; Head of Academy, Quality and Standards; Academy ~~and~~ Learning & Development Consultants; Client Development Directors; Client Development Managers; Business Development and Finance Teams, Head of Communications and Corporate affairs, Commercial Membership Director, CEO's office
 External: Members and key suppliers.

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.

PERSON SPECIFICATION – Customer Experience Executive

Knowledge

- Modern marketing methods including content marketing
- An understanding of and experience with the full product lifecycle
- An awareness of modern digital communications approaches including product launch, copy writing and marketing automation
- How to create impactful and engaging people development products
- Communication and listening techniques
- The Institute value proposition and products and services

Skills

- Copy writing
- Research

- Interpersonal skills
- Ability to facilitate and deliver learning
- Excellent professional verbal and written communication skills in English
- Ability to adapt communication style to customer and channel
- Attention to detail and quality
- Ability to analyse and interpret data
- Microsoft competency levels: Advanced Excel, Word and PowerPoint
- Active listening skills
- Applies relevant judgment to prioritise tasks and adapt activity to changing needs
- Able to manage parallel activities including under time pressure
- Well organised, with excellent project delivery skills
- Salesforce or equivalent CRM (desirable), Service Desk e.g. Zendesk or equivalent (desirable), WordPress or other CMS (desirable), Hubspot (desirable)

Attitudes

- Lives The Institute's values
- High integrity
- Proactive and solution-oriented
- Flexible and committed team player who enjoys supporting other teams
- Creative and keen to find solutions
- Takes ownership of a project until completion
- Quick learner and comfortable using different software/platforms
- Champions high standards for customer service and takes pride and ownership in delivering to them
- Works well without close supervision
- Friendly can-do attitude

Experience

- At least 1 years' experience in a product or product marketing B2B or B2C environment
- Proven track record of content creation and copy writing
- Working to deadlines
- Working with cross-functional teams and external partners/suppliers
- Working with learning products in a training or professional development setting (desirable)

Education and Professional Qualifications

Ideally educated to degree level or above

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

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