

DIGITAL MARKETING COORDINATOR

THE ROLE

We are seeking a Digital Marketing Coordinator, who will coordinate, execute, monitor, and measure the services marketing efforts under the direction of the Secretary General. Working as part of the commercial team but very much supporting the company as a whole, the individual should be an excellent writer and have experience in social media.

You will be joining a dynamic, innovative team and working with some of the UK's most well-known companies at a critical crossroads for UK trading relations.

We are looking for a dynamic, 'can do' individual who is a team player, energetic, organized, creative, and self-motivated. The successful candidate will have a proven track record in marketing and communications ideally from a not-for-profit, policy, trade association or institutional background and is comfortable working for a small company within an international network organisation.

ICC

ICC is the largest world business organisation representing 45 million companies of all sizes and sectors in over 100 countries and providing a leading voice for business at inter-governmental level. ICC is the only business organisation with UN Observer Status as well as being a G20 Network Partner, Strategic partner to the WTO and Business Focal Point to UNFCCC for climate negotiations. ICC has three core functions to:

1. Promote inclusive, sustainable trade
2. Provide the rules and standards that govern international business
3. Help companies and States settle international disputes

ICC United Kingdom is a founding member of ICC, a top five contributor to the ICC Secretariat and one of the most dynamic and innovative offices in the worldwide network representing some of the UK's largest and most successful international trading companies. In the UK, our role is to represent the voice of the ICC to UK stakeholders and strengthen the voice of UK industry at intergovernmental level. We deliver a busy commercial programme that incorporates membership, events, publications and business services.

JOB DESCRIPTION & PERSON SPECIFICATION

Title	Digital Marketing Coordinator
Full/Part Time	Full time
Reports to	Secretary General (Commercial Director on Mat Leave)
Line Reports	N/A
Basic Salary	£30,000 - £35,000 p.a. [gross]
Benefits	<ul style="list-style-type: none"> ▪ 27 days holiday plus public holidays ▪ 1 extra 'summer' day [2 half days across Jun - Aug] ▪ 3 days annual learning and development allowance ▪ 4% employer contributions to company pension scheme ▪ Flexible working (2 days in the office (Tues/Fri, 3 days from home) ▪ Access to company annual travel pass loan scheme ▪ 50% contribution to home broadband costs
International Travel	You may be required to help strengthen working relationships with other ICC offices and the ICC Secretariat.
Contract Terms	Initial 12 month contract with 6 month's probation with a view to a permanent role.

RESPONSIBILITIES

Marketing and Communications

- Help develop marketing campaigns for various programs and events, as well as membership
- Coordinate and execute e-mail campaigns, meeting deadlines, following timelines, and ensuring uniformity of content/messaging.
- Review and ensure quality of marketing distribution lists, create lists as needed.
- Coordinate the publication of ICC's e-newsletter.
- Help keep website up to date.
- Write blog posts, social media posts, articles, and marketing and sales collateral.
- Create e-mails, digital links, landing and splash pages to assist in direct marketing efforts.
- Track and report email and social media analytics.
- Maintain compliance with all anti-spam laws.
- Take the lead in analysing and reporting email metrics and take corrective action when needed.
- Coordinate the production of video content for the ICC website and YouTube channel

Website Management

- Primary administrator of content management system (CMS).

- Work with staff and subject matter experts to develop relevant, meaningful content and maintain content strategy and web standards.
- Monitor and report regularly on website analytics and take corrective action when needed.
- Manage and renew association website domain names.
- Responsible for preparing and monitoring website budget and managing vendor relations with web development companies.
- Work with vendors to troubleshoot problems with the website and respond to user requests and comments.

Social Media

- Coordinate and execute social media campaigns and ensure alignment with overall marketing campaign and ICC mission.
- Manage social media editorial calendar and post valuable, shareable content. regularly, ensuring ICC is positioned as an industry leader online and supporter of ICC secretariat work.
- Monitors and reports on social media outreach, including monthly reporting.
- Manage vendor relations and budget for social media efforts and social media management tools.

PERSON SPECIFICATION

The 'fit' with the team is essential so we are looking for the right character and personality.

You will be:

- Excellent writer with an emphasis on writing for the web and social media
- A 'can do', highly driven, positive personality that is un-phased by obstacles and able to take the initiative to provide creative solutions
- Creative and excellent proof-reader
- A fast learner, open minded and willing to learn from others
- Strong interpersonal skills and excellent customer service required
- Ability to manage multiple projects and meet deadlines on time and strong attention to detail
- Practical in nature with a strong attention to detail
- Confident in open, networking environments and able to interact confidently with Board level clients
- Conscientious, friendly, and approachable
- Able to operate comfortably at a world class standard of delivery
- Able to motivate and inspire others to participate and support activities
- Intellectually sharp and able to thrive in a fast pace, demanding environment with hard deadlines
- A creative thinker
- A fun and dynamic individual

QUALIFICATIONS & REQUIREMENTS

Essential

- Educated to degree level ideally with a marketing degree
- English as first language
- First class verbal and written communication skills
- Ability to process, simplify and communicate complex information into plain English
- Exposure to event management (conferences, round tables etc)
- An interest in international business and/or international trade
- Good attention to detail and fast-learning capabilities
- Excellent organisation, prioritisation, and proven project management skills
- Be proactive, practical and approach problems with a solution-focused mindset
- Be a team player and able to operate from home without close supervision
- Be articulate, well presented and an excellent communicator
- Fully proficient in Microsoft office (excel, word, PowerPoint)
- Working knowledge of Adobe Creative Suite desired
- Knowledge or experience working with Email Solution Providers
- Familiarity with customer relationship management systems or associations management systems

Advantageous

- A working knowledge of Infusionsoft/Keap database or equivalent
- Professional training and/or proven experience in the commercial use of Twitter, LinkedIn and other social media platforms for sales and marketing
- Working knowledge of Shopify or equivalent website hosting platforms
- Knowledge of proven service improvement techniques – GAPS analysis etc...
- Experience working within a not-for-profit/membership organisation
- Languages

Working Environment & Working Hours

You will be working in a dynamic, ambitious and fun team. We promote maximum flexibility, recognising that we operate within a global time zone environment and includes working from home. Core office hours fit within standard UK office hours 9-5pm with the ability for individuals to flex hours to suit needs as appropriate. The office is an open, hot desking environment - you will have access to a mobile phone and company laptop for remote working.

Start Date

As soon as possible. Due to the need to appoint quickly we reserve the right to interview and appoint at any stage of the process.

Equal Opportunities

We represent a global client base and are an active equal opportunities employer. We will welcome applications from candidates that add value to the team.

Application Process & Deadline

Note: only applications with tailored cover letters will be considered.