

Marketing & Communication Manager

PERMANENT

Department: MarComms	Reporting To: Operations Director/Deputy CEO	Salary: £40-45K – dependent on experience
Location: London, Moorgate - some UK travel	Hours: 9.00am – 5.00pm <small>(There may be a requirement to work additional hours for the proper performance of the role. No additional payment will be made for any additional hours worked)</small>	Holiday: 28 per annum plus bank holidays
Date of Advertisement: 5 April 2017	Closing Date: 5.00 pm on Monday, 1 May	Interview Date 10 & 11 May

ABOUT US

The Engineering Council is the UK regulatory body for the engineering profession. We hold the national registers of 222,000 Engineering Technicians (EngTech), Incorporated Engineers (IEng), Chartered Engineers (CEng) and Information and Communications Technology Technicians (ICT Tech).

In addition, the Engineering Council sets and maintains the internationally recognised standards of professional competence and ethics that govern the award and retention of these titles. This ensures that employers, government and wider society - both in the UK and overseas - can have confidence in the knowledge, experience and commitment of professionally registered engineers and technicians.

ABOUT THE ROLE

This is a great opportunity to join a small, friendly team, at our office in the City of London. As the staff member responsible for managing the EngC's marketing and communication (MarComms) function, you will lead on the delivery of those relevant key tasks as set out in the organisation's Strategic Plan.

In this role you will develop and deliver the organisation's marketing and communications plans as directed by the Strategic Plan. This will include maximise opportunities to work with key stakeholders including PEIs and employers.

Our new Strategic Plan covering 2018 to 2020 will place a particular emphasis on data, the promotion of the Register (and consideration of important aspects such as diversity & inclusion), branding and engagement with key stakeholders, most notably employers.

Other **Key Responsibilities** will include:

- Lead the design, development and promotion of the EngC's digital and offline presence including the website and social media activities
- Devise and implement press and publicity plans
- Plan and execute communication campaigns
- Lead on engagement with PEIs to promote the Register and deliver registrant messages

- Develop, produce and quality control all marketing materials
- Responsible for managing, developing and promoting the EngC brand.
- Undertake analysis and reporting of relevant industry trends and stakeholder activity
- Lead delivery of MarComms projects to schedule and budget

ABOUT YOU

You will be a graduate or have an equivalent level of knowledge, with the ability to develop and manage key marketing processes. You will be able to understand and manipulate data, with the ability to research and absorb complex information.

You will also have strong people and relationship management skills with very good communications skills across the range, including writing, editing, oral and digital.

Ideally, you will have experience of delivering a marketing and communications function as well as knowledge of media relations and campaigns. This should include an understanding of using digital media in a marketing context as well as experience of commissioning and managing external consultants.

Ideally you will have experience of working in a professional body, combined with knowledge and understanding of the UK engineering profession.

For more information on the Engineering Council and a job description please visit the vacancies page on our website at: <http://www.engc.org.uk/about-us/vacancies/>

What form will the selection process take?

The selection process for this role will comprise of:

- a written test circa 30 minutes
- a short presentation (10 minutes max, no slides required) which will be followed up with questions about your presentation. The topic for the presentation will be:

The challenges (and solutions) to marketing professional registration in the next generation economy

- a formal interview, of competency-based questions, providing you with an opportunity to demonstrate the breadth of your experience. This section is expected to last between 30 - 40 minutes

NEXT STEPS

For an informal discussion about the post, please contact Paul Bailey, Deputy CEO (0203 206 0500)

To apply, please send a covering letter setting out what you will bring to the role, together with your CV to hr@engc.org.uk by the closing date.

Closing date for applications: 5pm, Monday 1 May 2017

Interviews will take place on either Wednesday, 10 May or Thursday, 11 May at our offices in Basinghall Street, EC2V 5HA

ENGINEERING COUNCIL Role Profile	
Job title:	MarComms Manager
Department	Operations
Grade	E
Reporting To	Deputy CEO & Operations Director
Hours	9.00 to 17.00, Monday to Friday (There may be a requirement to work additional hours for the proper performance of the role. No additional payment will be made for any additional hours worked.)
Start Date	June 2017
Role Purpose	
Responsibility for managing the EngC's MarComms function and leading on delivery of the MarComms strategies	
Scope	To deliver the MarComms strategies as directed by the Operations Director and within budget.
Key responsibilities	
<p>Communications</p> <ul style="list-style-type: none"> • Develop and deliver the organisation's communications plans as directed by the Strategic Plan • Monitor, measure and report on the results of marcomms activities • Lead the design, development and promotion of the EngC's digital and offline presence including the website and social media activities • Devise and implement press and publicity plans • Plan and execute communication campaigns <p>Marketing</p> <ul style="list-style-type: none"> • Develop and deliver the organisation's marketing plans as directed by the Strategic Plan • Lead on engagement with PEIs to promote the Register and deliver registrant messages • Develop, produce and quality control all marketing materials • Manage and engage with external agencies and act as the EngC's media representative. • Responsible for managing, developing and promoting the EngC brand. <p>Data</p> <ul style="list-style-type: none"> • Undertake analysis and reporting of relevant industry trends and stakeholder activity • Manage and deliver relevant data-driven processes, producing analysis and clear recommendations <p>Stakeholder management</p> <ul style="list-style-type: none"> • Maximise opportunities to work with key stakeholders including PEIs and employers <p>Project management</p> <ul style="list-style-type: none"> • Lead delivery of MarComms projects to schedule and budget • Input to and support other key projects <p>Team management</p> <ul style="list-style-type: none"> • Recruit, train and develop team members • Work with Exec Team to advise and support other activities • Assist other EngC teams in the management of customer relations. • Represent EngC at both internal and external events. 	

Key accountabilities	Line management of MarComms department
	<p>Financial authority: Expenditure within budget to £1000</p> <p>Size of budget managed: £90k (not including salaries and agreed project spend)</p>
Internal contacts	All EngC Staff
External Contacts	PEI staff and volunteers; PA Staff and Volunteers; EngineeringUK Staff; RAEng Staff, Employers etc.
Person specification: Including competencies, academic achievements, professional qualifications, skills, abilities, etc. needed for the role.	
Key technical skills – role specific	<ul style="list-style-type: none"> • Strong communications skills across the range, including writing, editing, oral and digital <i>E</i> • Excellent understanding of the marketing process. <i>E</i> • Ability to develop and manage marcomms activity. <i>E</i> • Ability to understand and manipulate data. <i>E</i>
Other essential skills / requirements	<ul style="list-style-type: none"> • High level of IT literacy across common MS Office packages. • Strong relationship management skills.
Experience	<ul style="list-style-type: none"> • Experience of delivering a marketing and communications function. <i>E</i> • Experience in media relations and campaigns <i>D</i> • Experience of working with professional bodies, or similar environment. <i>D</i> • Experience of using digital media in a marketing context <i>D</i> • Experience of people management <i>D</i> • Experience of commissioning and managing external consultants <i>D</i> • Budgetary experience <i>D</i>
Key Competencies (behavioural & role specific)	<ul style="list-style-type: none"> • Drawn from CIM Professional Standards Framework: <ul style="list-style-type: none"> ○ Insights (Level 4) ○ Strategy (Level 4) ○ Championing the customer (level 4) ○ Brand (Level 4) ○ Integrated Marketing Communications (Level 5) ○ Digital Capability (Level 3) ○ Monitoring and measuring effectiveness (Level 3) ○ Partnership Marketing (Level 4) ○ Value Propositions (Level 4) ○ Customer Experience (Level 3)
Qualifications	<ul style="list-style-type: none"> • Membership of relevant professional body • Degree education or equivalent.