



Marketing Executive

(Specified Purpose Contract, minimum 6 months)

Purpose of this role

The focus of this role will be to assist in supporting the design, planning and implementation of all marketing activities across programmes, events and membership.

About us

Leadership. It's more than a job – it's a mindset. It's the capacity to inspire, empower and create new possibilities.

IMI's mission, and passion, is to equip leaders to build the future. We are world-class specialists in enabling and inspiring leadership performance. We challenge and support leaders to fulfil their ambition - unlocking their potential and giving them the skills to deliver exceptional performance.

We've been shaping world-class executives for over sixty years. Founded by business leaders, for business leaders, in partnership with UCC's expert research faculty, we deliver intensively practical executive education that works in the real world. Our unique global rankings are a testament to our impact.

Any day spent at IMI challenges assumptions, deepens perspective and amplifies ability to lead. Do you have what it takes to work with IMI? Join us on our mission to equip leaders to build the future, and you will shape the future of leadership in Ireland.

IMI. Inspiring Leadership Performance.

Key Responsibilities

(Key responsibilities include, but may not be limited to):

Marketing Communications and Campaigns

- Maintain and grow graduate revenue through lead generation campaigns.
- Maintain and grow short programme revenue through specific activity and focus on growing the senior portfolio of programmes.
- Maintain and grow lead pool in agreed target markets through specific activity and campaigns.
- Design and run corporate campaigns to grow IMI's brand presence and awareness of rankings and awards (FT Rankings, fellowships etc).
- Assist in putting together various forms of marketing communications – brochures, website content, presentations etc.
- Ensure that programme information in brochures and on website reflects the latest information
- Support the commercial team with requirements for client meetings and pitches- powerpoints, brochures, feedback forms etc.
- Assist in generating content for lead gen and/or digital activities.
- Communicating with various suppliers – for print, web, advertising and other activities.
- Help in organising content for the blog based on schedule created.
- Update room graphics + on campus.
- Liaise with web agency for routine updates/ testing of new concepts created.
- Updates to website.

Marketing analytics

- Collating the results of a marketing campaigns (for Graduate, short, tailored and membership)
- Coordinating the creation of monthly reports.
- Helping to drive online traffic with web-related campaigns
- Send out emailers- generate results and highlighting follow-up activity
- Tracking and Follow up for all lead generation activity
- Fill out weekly stats template created for website analytics, digital stats

Digital strategy for IMI's social media channels

- Design and manage a digital strategy for IMI's social media channels. Create dashboards and report back to Head of Marketing weekly
- Grow IMI's social media presence and train teams internally on social media usage

Membership and Events:

- Recruitment for all membership events in IMI's membership portfolio
- Run lead generation campaigns for growing IMI membership
- Support the marketing of events
- Update tracking sheet
- Organise all event related logistics- including online or physical event collateral, putting together packs etc.
- Live tweeting from events

Candidate Requirements

- Marketing degree qualification or equivalent preferred or 1-3 years relevant experience
- Very strong organisational skills and ability to work across teams and themes simultaneously
- Skills necessary to manage agencies and other creative teams
- Strong creativity and innovation skills and a willingness to share new ideas
- Strong writing and communication skills to support a consistent stream of insightful, compelling and high-impact Marketing Content.
- Experience with social media strategy and execution preferred
- Understanding of digital advertising. Experience as an advertiser, agency, or publisher a plus.
- Should have excellent knowledge of MS Office- especially MS Excel and powerpoint. Knowledge of Adobe suite and Wordpress is an advantage
- The ability to build and maintain a personal ethos of high performance.
- Excellent attention to detail.
- Take initiative, with a hands-on execution style.
- Commercial acumen - has a good overall understanding of costing, budget and preservation of margin etc and can use this information to drive and influence decision making.
- Strong ability to build personal rapport with a wide range of stakeholders.
- Flexible and be able to work outside standard business hours as required.

Please Note that Candidates should have a valid visa/work permit for the duration of this contract.

IMI's Values

IMI's new Values and Behaviours Framework identifies 6 core Values that we fundamentally believe in as central to our culture, brand and organisational identity.



Empower
Others



Perform
with Purpose



Lead by
Example



Transcend
Boundaries



Embrace
Change



Act with
Courage and
Empathy

To ensure IMI recruit the right people to join our team, people who actively reflect our values and culture, we take a competency based approach to interviewing. Candidates called to interview will be asked a series of competency questions to allow them to demonstrate how their knowledge, skills and attitudes align with IMI's values and culture.

How to apply:

All applications must be submitted through IMI's applicant tracking system at:

<https://imi.peoplehr.net/Pages/JobBoard/Opening.aspx?v=be9df854-fb30-4552-a328-de110812b811>

Applications should include:

1. A comprehensive CV giving details of relevant achievements and experience in previous positions as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this position, providing evidence of your ability to match the criteria outlined in the Candidate Requirements.

Closing date for applications is Friday 10th December 2021

DUE TO THE HIGH VOLUME OF REPLIES, ONLY CANDIDATES WHO ARE SHORTLISTED FOR INTERVIEW WILL BE CONTACTED.