

## Marketing Office Job Description

### THE NUTRITION SOCIETY ROLE SPECIFICATION

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| <b>Job Title:</b>  | Marketing Officer | <b>Location:</b> | Hammersmith |
| <b>Reports to:</b> | Science Director  |                  |             |

#### PURPOSE OF ROLE

A key benefit of this role is its breadth and variety. As a Marketing Specialist within a busy learned society, you will play a crucial role in developing and delivering marketing strategies to drive brand awareness, increase member engagement, and achieve business objectives. Working closely with cross-functional teams, you will be responsible for implementing marketing campaigns, analysing data, conducting market research, and supporting various marketing initiatives. Your creativity, analytical mindset, and strategic thinking will be essential in enhancing our brand presence and optimising marketing efforts.

#### KEY ACCOUNTABILITIES

1. Develop and implement integrated marketing campaigns across multiple channels, including social media, email, content marketing, to effectively promote our activities.
2. Collaborate with internal teams and work with the Graphic Design Lead to gather insights and develop compelling marketing content, including website copy, blog posts, social media posts, infographics, videos, and other collateral materials.
3. Conduct market research and competitor analysis to identify market trends, customer needs, and opportunities for growth, and utilize the findings to inform marketing strategies and campaigns.
4. Create, monitor and analyse key performance indicators (KPIs) to assess the effectiveness of marketing initiatives, track campaign performance, and generate actionable insights for continuous improvement.
5. Manage digital marketing activities, such as SEO, SEM, PPC, display advertising, and social media advertising, to maximize brand visibility, website traffic, and lead generation.
6. Assist in planning and executing marketing at events and conferences to enhance brand awareness, generate leads, and foster relationships.
7. Collaborate with internal and external stakeholders to ensure consistent brand messaging and alignment across all marketing channels and materials.
8. Stay up to date with industry trends, emerging technologies, and best practices in marketing to bring innovative ideas and approaches to the team.
9. Support the development of marketing budgets and monitor expenses to ensure cost-effective allocation of resources.

10. Provide regular reports and presentations to management and relevant Committees summarising marketing activities, performance metrics, and recommendations for improvement.

| ESSENTIAL   | DESIRABLE   |
|---|---|
| <ol style="list-style-type: none"> <li>1) Bachelor's degree or relevant experience.</li> <li>2) Proven experience in a marketing role.</li> <li>3) Strong knowledge of marketing principles, strategies, and tactics, with hands-on experience in campaign development and execution.</li> <li>4) Proficient in digital marketing platforms, tools, and analytics, including Google Analytics, CRM software, social media management, and email marketing software.</li> <li>5) Excellent written and verbal communication skills, with the ability to create compelling content.</li> <li>6) Analytical mindset and experience in data analysis and reporting, with the ability to derive actionable insights from marketing metrics.</li> <li>7) Ability to manage multiple projects simultaneously, meet deadlines, and adapt to changing priorities.</li> <li>8) Creative thinking, problem-solving skills, and a strong attention to detail.</li> <li>9) Strong collaboration and interpersonal skills, with the ability to work effectively in cross-functional teams and build relationships with internal and external stakeholders.</li> </ol> | <ol style="list-style-type: none"> <li>1) Bachelor's degree in Marketing, Business Administration, CIM Diploma in Professional Marketing, Professional Marketing, or Sustainable Marketing</li> <li>2) Relevant postgraduate qualification.</li> <li>3) Experience in working for a Learned Society.</li> <li>4) Experience in charitable or non-profit organisations.</li> </ol> |