



## ROLE DESCRIPTION

# MARKETING LEAD

**Team:** Executive Committee (EC)

**Location:** UK based

**Liaison with:** All EC members

### PURPOSE OF THE ROLE

To lead and manage all marketing and advertising activity of the society, as well as the maintenance, updating and improvement of the IUS website [www.ius.org.uk](http://www.ius.org.uk)

### KEY TASKS

- 1.To administer GSuite of the Society
- 2.To lead and manage the whole IUS mailing lists through the MailChimp.
- 3.Ensure the website events/calendar section with new content as requested by IUS teams
- 4.To lead and manage fixing any bugs or issues that arise with the website.
- 5.Respond to queries to [marketing@ius.org.uk](mailto:marketing@ius.org.uk)
- 6.Explore areas for improvements to the website
- 7.Coordinate the advertising of specific events and services through posters, emails, text messages, social media platforms and centre announcements.
- 8.Coordinate with event organisers, so that advertising through the website, mailing lists and social media platforms is executed quickly and efficiently.
- 9.To lead, manage and distribute the production of IUS Yearly Wall Planners for Manchester and London region
- 10.To lead and manage all aspects of print production, receipt and distribution of flyers, leaflets if necessary and merchandise.
- 11.Develop relationship between IUS and media outlets.
- 12.Evaluate advertising campaigns continuously in order to improve them in future.

### ESSENTIAL SKILLS

Good leader

Strong communication skills

Keen eye for details

Able to work on multiple projects at one time

Proficient in Microsoft Office, Pages, Photoshop or other graphic design software and video editing

### DESIRABLE SKILLS

Previous experience / knowledge of media and marketing techniques

Technical knowledge skills: PHP | MySQL | Photoshop or other graphic design software and video editing

Good IT skills, including knowledge of: WordPress CMS | HTML | CSS

Be hands on technically ("tech-savvy")

Creativity and originality

Able to work under pressure and to deadlines

Able to update website within a week or sometimes within 24-48 hours in some occasions

If you are interested in taking on this role or to find out more information, please email [hr@ius.org.uk](mailto:hr@ius.org.uk)