
Digital Marketing Executive

CTSI is a non-profit membership organisation that campaigns on a variety of consumer protection issues while also offering a range of commercial products and services, to help fund its work.

The **digital marketing and digital communications** team is part of CTSI's wider policy and communications department and is responsible for a broad range of marketing activities. These include increasing (and retaining) our members; promoting our growing range of business and consumer-focused help tools, advice guides and services; advertising our qualifications and training courses; publicising our online and real-world events; and boosting engagement with our public awareness campaigns.

While this role will be involved with all of these areas – coming up with creative ideas, trialling activities, running end-to-end campaigns, and conducting activity evaluation – as the digital marketing lead on the team, they will also take the lead on digital marketing and website development. For example, they will be expected to manage the Google Ads account (Ad Grant), produce Google Analytics reports, generate awareness and engagement across social media, and help redevelop content across CTSI's range of websites (while, eventually, becoming the go-to expert on the CMS).

The role requires someone with a hybrid creative/analytical mind: a high standard of digital marketing skills (e.g. Google Ads, Social Media management, email marketing) and familiarity with popular digital tools (incl. Google Analytics), combined with good content development skills (i.e. a capable writer, with an eye for design, and excellent attention to detail) and the enthusiasm to learn quickly, on-the-job.

2+ years' experience of Google Ads (ideally, working for a UK membership organisation, or similar nonprofit organisation, in receipt of a Google Ad Grant).

2+ years' experience of digital marketing (incl. social media channels and email marketing) and knowledge of Google Analytics and other digital tools (ideally, working for

Great writing skills, a good eye for design (look and feel), and excellent attention to detail.

An inquisitive nature,

Work with the marketing and communications team and other stakeholders, to develop marketing activities that support both our membership and a range of B2B and B2C products and services. These include: our Qualifications and Training courses, the Consumer Codes Approval Scheme (CCAS), the International Consumer Centre (ICC), our flagship Annual Conference, and BusinessCompanion, amongst others.

Provide expertise across our various digital marketing channels. This will involve managing and optimising our Google Ads account, and advising on SEO, social media, affiliate marketing, online advertising and email. Initially, you will also work on our Website Redevelopment Project (becoming an expert on our CMS and our other third-party technology).

Produce, commission or edit a variety of written and visual content including web pages, adverts, graphics, user-guides, e-learning materials, and other items to keep CTSI's digital media channel and the community an engaging and up-to-date. As part of the Website Redevelopment Project, you will create website content and produce simple user-guides and style-guides to help people use the CMS (and maintain the look and feel).

Undertake competitor analysis, customer insight work and market research. In addition, you will need to perform campaign evaluation and use the various digital analytics tools (including Google Analytics) to monitor campaign performance and our KPIs.

You should have a good knowledge of popular digital marketing and development tools (such as Google Analytics, Trello, and Canva

CTSI has embraced remote and flexible working. This role is mainly remote (we provide all necessary IT equipment). However, we also have a small office near Cannon Street (EC4R 3TD, next to Southwark Bridge), which can be used by London-based staff during the week (and is more frequently used for meetings).

In addition, from time to time, you may need to travel to locations around the country (e.g. to attend client meetings, meet our members, or visit exhibitions). Also, about once a month, you will be expected to attend our head office near Basildon (approx. 30 mins from London Fenchurch Street) and which is now open on Tuesdays and Wednesdays. For more on this, please talk to our HR representative.