**JOB DESCRIPTION**

**Job Title: Marketing Manager**

**Accountable to:** Director of Communications and Marketing

**Salary:** up to£40,000 – 45,000

**Term:** Permanent, full-time

**Location:** Home Based with some UK travel

**ABOUT US**

The Association for Consultancy and Engineering (ACE) and the Environmental Industries Commission (EIC) (“ACE Group”) memberships comprise companies providing infrastructure solutions to some of the most high-profile topics of our time such as climate change, levelling up, and creating social value for communities. As the leading business association representing companies large and small across the engineering consultancy and environmental sectors, our mission is to advocate, anticipate, and educate on behalf of our members. That means proactively engaging with governments and stakeholders about challenges and opportunities, ensuring our members of all sizes have a voice.

**SUMMARY OF ROLE**

As the Marketing Manager at ACE, you will play a pivotal role in shaping our marketing strategies and ensuring that our brand remains strong and consistent. Your responsibilities will include tracking and analysing the performance of campaigns, managing the marketing budget, and aligning all marketing materials with our brand identity. Your analytical skills will be required as you examine membership data, generate insightful reports, and conduct regular surveys to measure member satisfaction levels and pinpoint areas for improvement.

Staying ahead of industry trends, regulations, and developments will be a key part of your role, ensuring that our association offers a compelling and high-value proposition that aligns seamlessly with the evolving needs of our members, spanning from small and medium-sized enterprises to large consultancies.

**R****ESPONSIBILITIES**

* Plan and execute targeted digital marketing, including SEO, marketing database, email and social media campaigns to budget.
* Manage ACE Group’s social media presence and uphold the values of ACE Group
* Managing a wide range of marketing activities, strategic and hands-on
* Audience and competitor research and value proposition testing
* Develop content focused trackable marketing activities and campaigns.
* Optimise existing marketing pipeline strategies.
* Ensure that the organisation’s brand and identity is adhered to.
* Play a key role in the future development and roll out of the ACE brand.
* Deliver regular reports of campaign results, including web analysis and evaluation of KPIs.
* Collect and use data to inform new campaigns and the evaluation of existing campaigns.
* Represent the association at industry conferences, trade shows, and events to promote membership and engage with potential members.
* Stay informed about industry trends, regulations, and developments to ensure that member services align with the changing needs of the built environment sector.
* Collaborate with the executive team, internal teams, and other stakeholders to establish and manage the departmental budget.
* Work closely with the ACE Communications executive to update and maintain the ACE website and send promotional emails.

**PERSON SPECIFICATION**

* Ability to develop and deliver influential and creative content.
* Experience of delivering effective marketing campaigns from concept through to delivery and evaluation.
* Excellent attention to detail and project management skills
* Strong people skills, builds relationships across all levels of an organisation and with a range of stakeholders and agencies.
* Exceptional communication and copywriting skills
* Ability to proactivity manage workload and meet deadlines.
* Continually seeks to maintain own professional knowledge through a willingness to learn and develop.
* Inquisitive, initiative-taking and a creative-thinker willing to share and develop new ideas.
* Able to juggle and prioritise competing demands and changing direction.
* Minimum of 3 years’ B2B marketing experience.