



## Marketing Executive

# JOB DESCRIPTION

### **Job Title: Marketing Executive**

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

**Salary:** £28.5k - £36k subject to experience

**Term:** Permanent full-time

**Location:** Homebased with frequent (2-3 days a week) London travel plus occasional overnight travel to regional events, based within easy access to London.

**Note:** Candidates will need to have the right to work in the UK as ACE Group does not provide visa sponsorship.

### **ABOUT US**

The Association for Consultancy and Engineering (ACE) is the leading business association for the UK's professional consultancies and engineering companies operating in the social and economic infrastructure sectors. We bring the industry together, creating the partnerships and influence needed to drive progress and unlock the sector's full potential.

We champion infrastructure and the built environment, helping our sector to build a safe, prosperous and sustainable future.

Alongside ACE, The Environmental Industries Commission (EIC) champions new environmental markets to Government and other stakeholders representing the environmental technologies and services sector.

Our members provide insight and guidance on infrastructure and environmental projects at all scales and stages of development. Drawing on global best practice, they bring innovation, solutions and cost effective delivery.

The sector is highly skilled, productive, and forward-looking. It employs over 470,000 people and contributing more than £39 bn to the UK economy. It competes on a global stage, exporting over £11.1 bn of expertise - providing solutions to the world's pressing issues and holds the key to a brighter future.

ACE's membership brings together major global brands such as ARUP, WSP and AECOM, alongside a wide mix of medium-sized and smaller firms that together reflect the full depth, innovation and capability of our industry.

### **SUMMARY OF ROLE**

This is an exciting opportunity for a confident and creative Marketing Executive to deliver impactful marketing campaigns that engage our members, strengthen our brand and support ACE's objectives. The role plays an important part in ensuring our communications are timely, relevant and aligned to organisational priorities.

Reporting to the Marketing and Communications Director, you will take ownership of day-to-day marketing activity and the ACE Group's digital communications including campaign planning and content creation through to publishing, optimisation and performance reporting. Working closely with colleagues across membership, policy, events and with our news editor, you will help ensure activity is coordinated, insight-led and delivered to a high professional standard.

This is a dynamic and hands-on position ideal for someone who thrives on collaborating with others, engaging with members and stakeholders, and connecting audiences through strategic and impactful marketing and communications initiatives. You'll join a supportive and cooperative team.

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### KEY RESPONSIBILITIES

#### Campaign planning and delivery

- Plan, build and deliver integrated multi-channel marketing campaigns across social media, email, website and blogs to raise the sector's profile, promote membership, events, reports and policy activity.
- Develop clear messaging aligned to organisational priorities.
- Manage content scheduling across digital channels to ensure consistency and impact.
- Monitor campaign performance and optimise activity based on data and insight.

#### Content and social media

- You will lead and drive the writing, building, editing, and scheduling of engaging and original content across ACE and EIC channels, including website, newsletters, and our social channels.
- Translate complex industry and policy topics into clear, engaging and accessible content.
- Create high-quality visual assets, social graphics and event materials using Canva or in collaboration with external agencies.
- Editing and publishing audio/video content.
- Maintain a consistent tone of voice and visual identity across all digital communications.

#### Website management and digital platforms

- Optimise and maintain ACE and EIC websites using the CMS, ensuring content is accurate, user-focused and aligned with brand standards.
- Apply best practice in SEO, content structure and user journey optimisation.
- Work with external suppliers where required to improve website functionality and performance.
- Manage the effective use of email marketing platforms and CRM systems, including segmentation for targeted communications.

#### Brand and collaboration

- Ensure all digital content is consistent with ACE's brand, messaging, and strategic priorities.
- Maintain a good working knowledge of the issues affecting our industry and our members.
- Work in partnership with internal teams (Infrastructure Intelligence editor, membership, events, policy) and external partners, including members and suppliers to deliver cohesive and effective campaigns that support organisational goals.

#### Analytics and reporting

- Monitor and analyse performance across digital channels using tools such as Google Analytics, email platform reporting and social media insights.
- Produce clear and concise performance reports with actionable recommendations.

#### Key requirements and qualifications

- Proven experience in a marketing, digital marketing or communications or similar role.
- Experience delivering multi-channel campaigns across social media, email and web.
- Strong content creation skills with excellent written and verbal communication.
- An ability to translate complex subject matter into engaging content for different audiences.
- Experience using CMS platforms (e.g. Umbraco or similar), email marketing systems (Dotdigital, Mailchimp, HubSpot or similar) and social media management tools.
- Confident using Google Analytics and reporting dashboards to interpret performance data.
- Good understanding of SEO principles, website functionality and user journeys.
- Strong visual awareness and experience producing on-brand digital assets and working with agencies.

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### Desirable

- Degree in Marketing, Communications, or related field, or equivalent professional experience (e.g. CIM professional qualifications).

### Attributes

- Highly organised and able to manage multiple projects simultaneously.
- Analytical and data-driven, with the ability to turn insight into action.
- Collaborative and confident working with a range of stakeholders.
- Proactive, curious, adaptable and solutions focused.
- Commercially aware with a strong attention to detail.

### Key competencies

- Setting direction – Gather information from a range of relevant sources inside and outside the team to inform own work. Frequently seeking the opportunity to partake in debate and problem solve. Acting with an unbiased 'think member first' approach always. Maintain the highest standards of accuracy and impartiality in your own work
- Engaging people – Works collaboratively and is a team player, building supportive, trusting, and professional relationships. Proactively contribute to the work of the whole team. Communication style is inclusive and engaging and puts forward views in a clear and constructive manner. Based on evidence.
- Delivering results – Focuses on delivering timely objectives with energy. Works in a way that is commercially sound and mindset of one which seeks to consistently add value. Works in an organised manner using own knowledge and expertise, and drawing on other skills, to deliver on time and to standard.