



Chartered
Institute of
Taxation.

A stylized tree graphic with a grey trunk and branches, set against a blue gradient background. Several colorful, 3D-style blocks with white person icons are scattered around the tree. The blocks are in shades of yellow, orange, green, blue, and purple.

Qualifications Marketing Manager

Role Information Pack
June 2026

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Welcome

Thank you for your interest in the Qualification Marketing Manager role. The CIOT is an educational charity and the leading professional body in the UK for tax advisers dealing with all aspects of taxation. If successful, you will be joining a dedicated team of staff and volunteers who ensure that we continue to meet our primary purpose of promoting education in taxation. Our key aim is to achieve a more efficient and less complex tax system for all, and you will see from our annual reports that we do this through a wide range of activities.

At the CIOT our vision is: to remain the leading body for taxation professionals in the United Kingdom, serving the public interest through the pursuit of excellence and with integrity, and we're looking for people who are excited about joining us on our journey. To help us achieve our vision we're looking for exceptional people who live our values and behaviours and who can inspire others; embrace change; deliver results and keep it simple.

We live by our values which are:

Ethical – We act with integrity, promoting high ethical standards and accepting accountability for our actions.

Collaborative – We value working constructively with stakeholders to achieve our goals.

Inclusive – We welcome, respect, and value everyone and actively consider how to be accessible.

Empowering – We encourage and enable personal growth and seize opportunities.

Progressive – We are future focused; constantly learning and driving improvements that deliver enhanced service excellence.

Committed – We are focused on and dedicated to the consistent delivery of our charitable objectives and services.

We know that an inclusive environment makes us more accessible and ensures we attract, engage, promote, and retain exceptional people. We welcome applications from all individuals regardless of age, gender/gender identity, sexual orientation, ethnicity/nationality, disability, or military service and welcome those who have taken career breaks. We will consider flexible working arrangements or home working arrangements for any of our roles and offer workplace accommodations to ensure you have what you need to effectively deliver in your role.

We're an organisation which was founded by ordinary people who were dedicated to making tax as simple as possible for the public and providing qualifications that are open to all. Our members and volunteers come together to help each other get the most from their Professional Bodies and enhance their future careers. If you come to work here at the CIOT, you'll be part of that. Part of something a bit different. And something really quite special.

What's more, we have a strong ethic of care for each other and our members. We recognise that our employees feel most appreciated when their thoughts and values are respected and considered. We're committed to creating a culture that recognises and truly values our individual differences and identities. So, if you'd like to be a part of an inclusive workplace where you can be yourself, where your talents are nurtured, and you feel empowered to contribute, then please apply.

Helen Whiteman, CIOT CEO



The Organisation – CIOT

The CIOT is the leading body in the UK for taxation professionals dealing with all aspects of taxation. Our primary purpose is to promote education in taxation. One of our key aims is to achieve a more efficient and less complex tax system for all. Our comments and recommendations on tax issues are made solely in order to achieve this aim; we are an entirely apolitical organisation.

Membership of the CIOT is by examination, nationally recognised as the gold standard of UK taxation education. We support our 20,000 members and 5,000 students throughout their tax careers, providing assistance through our London-based head office and worldwide network of 40 branches. The CIOT is a registered charity, number 1037771 and a regulatory body for the purposes of Anti-Money Laundering supervision of tax practitioners.

The CIOT is managed by its Chief Executive and directors, under the strategic guidance of the Council. The CIOT is a company established under Royal Charter. Its governing documents comprise the Charter, Byelaws, Member Regulations, and Council Regulations.

Policy on fund raising from the public:

The CIOT does not raise funds through asking for public donations in any form.

For the Annual Report and Financial Statements of the Institute visit: www.tax.org.uk/annual-reports.

We are delighted to announce that we have been awarded the PeopleInsight Outstanding Workplace 2025 award for the third-year running!

We are very proud that our continued efforts to engage our employees and create a healthy workplace culture have paid off. This is real testament to the supportive and engaging environment we foster for our staff.

**Outstanding
Workplace 2025**
— 3 time winner —



Role Description

Job Purpose

The post holder will lead, manage and develop the CIOT qualifications marketing strategy and plans, to increase the student pipeline, and widen awareness of the CTA qualification, routes and certifications. They will use data insights and research to develop and execute marketing strategies and tactics across a mix of B2B and B2C strategies aimed at prospects, students, tuition providers and employers. The post holder will also contribute to the broader organisational marketing strategy and CIOT positioning within the professional education sector.

Operating Environment

This role exists to identify, promote and drive new pipelines into the CIOT qualifications and programmes, through high standard strategic marketing and stakeholder engagement, promotion and positioning of the CIOT qualifications, and confidently highlight benefits, and skills across prospects, students and employers identified, through multiple channels.

Framework & Boundaries

A key challenge is to manage multiple new and existing qualifications and certifications from inception to delivery, and work closely to build trust and confidence with colleagues in the Education directorate to effectively plan, develop and implement multiple marketing plans across a number of priorities, and deliver these to a high standard, on time and budget, gaining positive buy in and sign off.

Key Accountabilities

- Lead marketing for the CTA 2030 launch and progress ongoing plans to promote messages, and benefits to new and existing audiences, across multiple channels, on time and budget.
- Ensure CIOT brand consistency and positioning of qualifications and certification to establish clear benefits, skills and competencies across all.
- Map customer journeys for prospects to inform developments and help identify opportunities.
- Use market insight, research and performance data to inform strategic marketing decisions and future qualifications positioning.
- Develop brand consistent creative design briefs from inception, production and engagement of prospect and student outputs, including delivery of digital media for multiple platforms.
- Produce and implement engaging content to reach prospect audiences across multiple channels including website, social media, and email campaigns.
- Understand the prospect engagement journey, to identify, map and nurture leads through B2C marketing campaigns, and report results against goals set.
- Identify and progress business development initiatives through employers and tuition providers with compelling and relevant targeting and presentations at employer meetings, events and other engagements, in person and online.
- Lead social media campaigns through Linked In advertising and content development to support messages and benefits to prospect groups with reporting to plan future campaigns.
- Initiate, manage and deliver the development of content in adverts, student stories, blogs, and articles for multiple digital channels.
- Develop and map an effective user journey on the CIOT website to lead prospects to relevant information available across the CTA and ADIT qualifications, and tax technology programmes.
- Manage a budget in the context of plans developed, reporting on expenditure.
- Audit all student communications, develop improvements in conjunction with the Education directorate across the CIOT's range of qualifications.
- Build and develop relationships with trainees, across firms and small practitioners, to support the development of relevant engagement plans.
- Regularly report, manage and analyse marketing performance across channels including Google Analytics, Social media platforms, CRM and event platform to support development of activities.
- Support the planning, execution, representation and engagement at events to promote our qualifications as part of plans.

Other responsibilities

- Manage and maintain accurate data through the CRM in compliance with data protection standards.
- Lead qualifications marketing and business development projects and initiatives, with stakeholder engagement across teams at CIOT.
- Support relevant plans and initiatives as assigned by the line manager.

Potential job impact

- Reputation and brand profile is enhanced to all stakeholders due to the successful development of timely initiatives, increased pipeline and delivery of qualification marketing.
- Confident self-starter in identifying, developing and delivering marketing strategies and tactics on time, on budget and to a high standard.
- High levels of customer service are given to all internal colleagues and representing CIOT with external training partners, Universities, employers.
- Leads customer engagement, reporting and analysis across audiences identified and is a subject matter expert in qualifications marketing based on insights and engagement.

Skills Needed to Fulfil the Role

Knowledge and experience

- Ability to quickly grasp complex issues and develop marketing plans to support key objectives.
- Self-directed and initiator of plans and execution.
- Proven experience of working in a membership body and marketing qualifications to prospects and employers, increasing the pipeline.
- Proven experience of initiating and driving the planning and management of an integrated marketing and campaigns plan.
- Strong project management skills with proven ability to manage multiple priorities, projects, campaigns and tasks in a fast-paced and dynamic environment.
- Strong analytical and problem-solving skills with examples of using data for measurement, ROI analysis and recommendations.
- Excellent written and verbal communication skills, and an ability to present confidently.
- Lead the development of briefs for agencies across multiple digital channels to deliver brand consistent outputs on time and budget.
- Experience in analysing stakeholder groups through research and data to develop and deliver relevant marketing plans, improve campaign results, with a customer first mindset.

Functional/technical skills

- Experience in marketing to prospects through B2B and B2C campaigns and mapping customer journeys.
- Lead and manage a qualification or product launch with key marketing strategies, on time, and budget with return on investment measures.
- Experience in IT and platforms: Office 365, CRM systems (Click Dimensions), CMS platforms, Hootsuite and Social Media platforms (Linked In, Instagram, TikTok).
- Proficiency in using social media advertising tools and linked analytics platforms.
- Regular reporting against marketing strategies against objectives and measures.
- Expertise in creating engaging content that simplifies technical concepts including web, email and social.
- Plan and implement market research objectives and insights aimed at key targeted groups including qualitative and quantitative research and outputs.
- Post graduate qualification in marketing, or equivalent.

Interpersonal and work management skills

- Excellent presentation skills to present at internal meetings, and external events.
- Develop content and write confidently, creative, visual and analytical skills.
- Initiate and develop compelling messages for different audiences and platforms, continually improving with a close eye on attention to detail.
- Proven ability to initiate and engage confidently with Department Heads and Directors, Committee Chairs and externally across a range of senior job titles in large to small firms, from a diverse range of cultural backgrounds, with different access requirements.
- Excellent planning and time management skills and can execute plans to a high standard.
- Ability to manage a number of priorities on time.
- Lead meetings, work as part of a team, across departments, and committed to help when needed with a customer first mindset.

Salary & Benefits Package

Salary

The salary for this role is £61,745.27 (FTE) per annum, working 35 hours per week, Monday to Friday. The role is a remote role with occasional office attendance for meetings and events as required by the organisation.

Pension

You will be automatically enrolled into the Aviva Group Pension Plan (10% employer and 3% employee contribution) upon joining.

Insurance

- Income protection cover which provides up to 75% of salary if you are absent due to ill health for more than 13 weeks.
- 24-hour group personal accident scheme providing a sum equal to three times current salary in the event of your permanent disability/loss of a limb/ death.
- Non-contributory life assurance cover of 4 times your salary.

Holiday entitlement

The organisation offers a generous holiday entitlement from 25 – 30 days depending on your length of service, and pro-rated based on your working pattern.

Optional Benefits

Bupa (private medical insurance)

You can join our company paid private medical insurance scheme which pays for the cost of private medical treatment for acute conditions.

Healthshield Essentials (including Employee Assistance Programme)

You can join our health & benefit programme. We pay the cost for the basic level (including any dependent children). The benefits include the refund of a range of medical costs (dental, optical, physiotherapy, etc) and an employee helpline covering medical and legal issues and counselling.

Interest Free Loans

After 6 months' service you may apply for an interest free-loan to help with the purchase of a season ticket or a bicycle.

Continuous Professional Development

The Chartered Institute of Taxation requires all professional employees to maintain their CPD activities and offers an exciting range of learning opportunities through its branch and conference programmes.

Guidance Notes for Applicants

Thank you for considering working with us. These notes are designed to help you through our application process. However, if you have any questions regarding the process that are not covered here, please do not hesitate to contact Sharon Jepson at recruitment@ciot.org.uk for advice.

The deadline for applications is Monday 20 July 2026 by 5 pm.

You can apply by submitting a covering letter and up to date CV via email to Sharon Jepson as per the email address provided above. Your covering letter should make it clear how your skills and experience match those described in the advert or job description.

If you wish to find out more about the role before applying, you may do so by emailing recruitment@ciot.org.uk or by calling Sharon Jepson on 02073400563. This will not prejudice your application in any way.

If you do not hear from us within 2 weeks of applying this means that you have not been shortlisted on this occasion. Failure to be shortlisted for one role does not bar you from applying for others when they are advertised.

If you are invited to interview you must confirm your

attendance by the deadline stated in the invitation email. This is a two-stage interview process. 1st stage interviews are likely to be w/c 27 July 2026 via Teams. 2nd stage interviews will be in person at our Monck Street offices w/c 3 August 2026.

If you do not do so, we will assume you are no longer interested. If there is to be a presentation or test you will be informed of this in advance.

If you have a disability and require special arrangements to be made, please notify us as soon as you are shortlisted so we can try to accommodate your needs.

You will be told during the interview when you may expect to hear the outcome.

Although we appreciate the time and effort that goes into applying for a post with us, we do not give individual feedback on applications or interview performance.

Successful candidates will be required to provide their original qualifications, proof of the right to work in the UK and the details of two referees before they commence employment.

We look forward to receiving your application