



Chartered
Institute of
Taxation.

Digital Marketing Manager

Role Information Pack
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Contents

Welcome	3
The Organisation (CIOT)	4
Role Description	5
Key Accountabilities	6
Skills Needed to Fulfil the Role	7
Salary & Benefits Package	8
Guidance Notes for Applicants	9



Welcome

Thank you for showing interest in the Digital 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 bodies 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 organisations which were 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 a member of the Confédération Fiscale Européenne (CFE) and is registered under the European Commission's Transparency register, number 91596579174-61.

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



Role Description

Job Purpose

The Digital Marketing Manager is responsible for driving marketing programmes and disciplines through our digital marketing channels including email, social, websites and more. The role will develop and execute multiple digital campaigns and projects and enhance CIOTs digital presence with the right channels and platforms for our brand(s).

The post holder will support the creation of engaging content, for multiple audiences, including members, students, partners and internal staff, through the development and implementation of an appropriate digital marketing plan. And act as a subject matter expert in digital marketing.

Operating Environment

Responsible for the development and delivery of the digital marketing plan and execution across departments, channels and campaigns, having the end customer in mind. Develop, progress and manage the digital channels for relevant and consistent brand identity and profile with digital marketing advice and knowledge.

Framework & Boundaries

Clearly communicate and manage multiple priorities, projects and stakeholders across the organisation with a focus on presenting the brand(s) in the best possible light, with attention to detail, on time and budget. Line management of one direct report, the Digital Designer.



Key Accountabilities

- Support, develop, implement and improve the CIOTs digital marketing direction and digital estate.
- Identify and report metrics and analytics from multiple sources and platforms to track performance regularly, for better campaign measurement and planning e.g. Google Analytics, SEO and SEM tools, email marketing software and Hootsuite.
- Plan digital campaigns from the outset and see them through to completion, with data evidence from digital tools and platforms, development of digital design outputs, with success measured through goals and targets for effective campaign management.
- Manage the process and marketing of data (against GDPR practices) through the CRM and email software platform, nurture lead conversion to new students, event attendees, and increase engagement.
- Commission, write, schedule and deliver creative content regularly on behalf of the organisation for inclusion across multiple media platforms, against strict deadlines.
- Develop, manage, review and progress CIOT digital assets across platforms, as well as manage platform licences to maximise use, and activate best practice to promote a consistent brand profile.
- Develop and implement SEO and SEM principles and tools to optimise digital performance and access for better user journeys.
- Manage and progress the ongoing development and implementation of CIOT websites, working with the Website Manager, through content, design and user journey development with internal stakeholders, agency and/or developer support.
- Develop and manage a digital marketing plan and programme against stakeholder needs, timelines and budgets.
- Provide consistent and relevant digital marketing led reports for senior management.
- Provide expertise and training for staff inhouse in data usage in the CRM, email software platform and CMS Kentico platform.

Skills Needed to Fulfil the Role

Knowledge and experience

- Educated to degree level, and/or hold a digital marketing qualification.
- Experience and understanding of working for charitable and/or membership organisation.
- Design experience and/or knowledge of use across the Adobe suite.
- Evidenced data/results driven digital marketing experience using relevant tools and software.
- Evidenced experience of usage across multiple digital platforms and tools.
- Experience of reporting and interpreting analytics against goals and targets (e.g. Google Analytics, Google Ads etc.), and other business
- s tools to inform understanding of audience engagement and market behaviour and support the development of digital marketing planning.
- Experience in leading digital programmes for the organisation in a matrix environment and confidently briefing and managing agencies.
- Evidence of driving improvements in digital marketing to improve the marketing landscape, awareness and usage.
- Ability to achieve thoroughness and accuracy when accomplishing a task.
- Strong internal stakeholder management and networking skills to build key relationships with colleagues, and also external agencies.
- Ability to work in a fast-paced and busy marketing department and be adaptable to change.
- Confident in working effectively when priorities change, and where clear parameters and guidelines are not always obvious to articulate and plan a solution.

Functional/technical skills

- Experience in IT and marketing platforms: Office 365, CRM systems (Click Dimensions), Hootsuite and Social Media platforms (Linked In, X, Instagram, TikTok).
- Highly proficient in using social media advertising tools, including Linked In campaigns.
- Expert in developing digital content for marketing channels, including web, email and social.
- Post graduate qualification in marketing, or equivalent.
- Advanced editing skills in Kentico Kontent.
- Experience of understanding and progressing accessibility requirements for websites.
- Proficient in navigating and reporting from Google Analytics, Google Ads and other analytics tools.

Interpersonal and work management Skills

- Confident engaging teams with training and sharing digital channels knowledge.
- Clear communication through reporting against marketing strategies, objectives and measures.
- Exceptional communication skills spoken and copywriting skills and have an eye for detail.
- Detailed level of planning and organising skills are essential to manage multiple projects at one time.
- Confident leading meetings, work as part of a team and across departments, and committed to help when needed.

Salary & Benefits Package

Salary

The salary for this role is circa £53,875.78 per annum, 35 hours per week (remote).

Pension

You will be automatically enrolled into the Aviva Group Pension Plan (9.5% 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 Rakhi Patel (HR Operations Lead), at rpatel@ciot.org.uk for advice.

The deadline for applications is Friday 18 November 2025 by 12pm.

You can apply by submitting a covering letter and up to date CV via email to Rakhi Patel, 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 Rakhi Patel. This will not prejudice your application in any way.

If you do not hear from us within 2 weeks of applying, it 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. This post will be resourced through a two-stage interview process.

If you are invited to interview you must confirm your attendance by the deadline stated in the invitation

email. 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.

