



Chartered
Institute of
Taxation.

Qualifications Marketing Executive

Job Pack
April 2022

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 Qualifications Marketing Executive at the CIOT. As an educational charity and the leading professional body in the UK for 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.

Like many other organisations, the past two years has seen an acceleration in our services being offered through more digital and flexible means. We have adapted and performed well and are keen to harness opportunities to continue to grow the CIOT and CTA brand in the UK and through our global partnerships. This is a new role, which will be working with an established and committed team to deliver against our three strategic aims of Education, Standards and Voice. We have a number of exciting initiatives that we would like you to both lead and play a supporting role on, and we will talk more about some of those through the selection process. We'd also like you to bring your ideas and experience to the role to help us innovate and meet the needs of all our key stakeholders.

I hope you will consider applying for this role and become part of our friendly and committed team.

Helen Whiteman

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 19,000 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: <https://www.tax.org.uk/annual-reports>



Role description

The Qualifications Marketing Executive will be responsible for the successful development and delivery of the qualifications marketing and engagement activities across CIOT qualifications. As a marketing, business development and brand champion the post holder will promote our qualifications across prospects, students, and employers. This role will help drive student growth, employer and stakeholder engagement, and brand profile to position CIOT qualifications amongst key audiences, and across multiple channels.



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Key Accountabilities

- Developing and delivering successful marketing campaigns, ensuring that brand consistency and campaign objectives and deliverables are achieved.
- Delivering successful design, production and distribution of prospect and student collateral, email content, key messages, and other materials across multiple platforms to develop consistency of the CIOT's qualifications, including the Advanced Diploma in International Taxation (ADIT).
- Carrying out ADIT and CIOT business development activities in support of employer and stakeholder objectives including development of presentations, targeted communications and supporting employer meetings, events, and engagements.
- Improving and developing the annual marketing and business development plan in response to the unique challenges and opportunities the CIOT qualifications face.
- Managing digital and social media groups to increase engagement through relevant and consistent messaging across audiences including prospect, student, and member journeys.
- Improving and implementing customer support, associated processes and measurement, through streamlined engagement and key touchpoints, to improve the overall prospect, student, and member journey engagement with customers.
- Maintaining and developing clear and consistent communications with internal and external audiences, including website content, articles, magazine briefings and press releases.
- Driving and delivering testimonial led initiatives in liaison with key stakeholders.
- Contributing to budget management, and reporting on expenditure, as required.
- Improving student communications in conjunction with Education across the CIOT's range of qualifications.
- Provide marketing support to promote the uptake, successful organisation and delivery of qualifications related CIOT conferences and events, including webinars, as planned for the year.
- Improving and developing international student communications, including emails, website content, articles, magazine briefings and press releases, ensuring that materials and communications are relevant and accessible to audiences from a diverse range of backgrounds.
- Supporting relationships with key international partners, to support the business development priorities across stakeholders including tuition providers.
- Maintain and update accurate data through the CRM in compliance with data protection standards.
- Liaising and working as required with other teams across CIOT.
- Undertake any relevant activities as assigned by the line manager.

Skills Needed to Fulfil the Role

- Suitable candidates will have experience in marketing, in particular qualifications marketing with relevant qualifications in marketing, with a dedication to developing and improving student and qualifications marketing.
- Skilled in developing and delivering professional marketing communications preferably in qualifications marketing for membership organisations.
- Excellent verbal, creative, visual, and analytical skills, and attention to detail, with the ability to draft content tailored for different audiences and platforms.
- Ability to engage with stakeholders from a diverse range of cultural backgrounds and with different access requirements, in countries around the world.
- Excellent planning and time management skills to manage and deliver multiple priorities on time.
- Proven experience and skills in Microsoft Office. Experience of digital marketing platforms and analytics tools including CRM, Google Marketing, and email marketing software.
- Ability to work as part of a team and across teams, with a commitment to help out as and when needed.

Salary & Benefits Package

Salary

The salary for this role is circa £35,000 - £41,750 per annum (pro-rated), 3 days a week (office based).

Pension

You will be automatically enrolled into the Aviva Group Pension Plan (9% 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 Offering staff holiday entitlement from 22 – 27 days depending on length of service.

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 Renata Sandra-Toth rsandra-toth@ciot.org.uk for advice.

The deadline for applications is 20 April by 5pm.

You can apply by submitting a covering letter and up to date CV via email to Renata Sandra-Toth rsandra-toth@ciot.org.uk. Your covering letter should make it clear how your skills and experience match those described in the advert and job description.

If you wish to find out more about the role before applying you may do so by contacting the individual identified in the advert. This will not prejudice your application in anyway.

If you do not hear from us within 2 weeks of the closing date 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. This post will be resourced through a one-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.

