

Marketing Officer Job Description and Person Specification

The Institute for Optimum Nutrition

Job Description

Job title:	Remuneration:
Marketing Officer	£17 per hour
Responsible to:	Hours:
Head of Corporate Services	Fixed-term contract 8 weeks (with the possibility to extend), part-time, 15 or 22.5 hours per week
Department:	Location:
Marketing and Communications	Hybrid working between Richmond, London and home
Last updated:	Fixed-term:
May 2026	Start date TBC

Main purpose of the job

To effectively deliver ION's marketing strategy and activity, promoting ION to new and existing audiences across different channels. Working with the communications and design teams, external contractors and suppliers to lead on marketing activities and the customer journey.

Main duties and accountabilities

Key tasks and accountabilities are intended to be a guide to the range and level of work expected. This is not an exhaustive list of all the tasks that may fall to the post-holder and staff are expected to carry out such other reasonable duties as may be required.

Website and CRM

1. Supporting the website development (WordPress) to provide a quality user experience

2. Manage and maintain the CRM (ActiveCampaign)
3. Use the CRM and other analytical tools, such as Hootsuite and Google Analytics, to provide data insights to inform marketing decisions and report on campaign performance
4. Manage the automations and forms (e.g., reminder emails, CTA automations, leads from prospectus downloads, etc)
5. Lead on marketing software ensuring integration between platforms (e.g. Zapier, Ticket Tailor, Tribal EBS etc)

Manage Industry Partner Relationships

1. Source and maintain Sponsorship and Bursary Partners
2. Student announcements
3. Maintain and develop effective relationships with third-party suppliers (web, PR, and SEO/SEM agencies, video/photographers, advertising publishers)
4. Conduct introductory calls with new and existing industry partners whilst nurturing the relationships

Advertising digital and print

1. Co-ordinate external advertising campaigns
 - a. Identify and investigate new advertising opportunities
 - b. Create advertising copy, and brief the design team
 - c. Track advertising activity
2. SEO and PPC
 - a. Write and regularly review SEO-optimised content across digital platforms in collaboration with our SEO & PPC agency
 - b. Brief content into SEO & PPC agency (Content related to current courses, ION activity, specifically around open events, AI optimised content, and search engine optimisation)

Content

1. Direct marketing
 - a. Assist in the creation, design, and scheduling of content for direct marketing emails
 - b. Liaise directly with the Communications team to ensure consistency across platforms and clear brand tone of voice.
 - c. Use Active Campaign to ensure automations and tags are still relevant. Ensure follow up emails are created and sent out to contacts

Planning and managing resources

1. Maintain the marketing content calendar, liaising with internal teams for key dates and generating ideas for marketing campaigns
2. Maintain and update customer personas and advising the marketing and communications team on new marketing opportunities
3. Develop and maintain a marketing content calendar according to marketing and communications strategies
4. Monitor and report marketing activities and effectiveness
5. Contribute to the Institution's strategic planning processes

Communication and Marketing strategy

1. Develop, collaborate and deliver agreed strategies

Managing self and collaboration

1. Manage own workload independently, working autonomously and using initiative to deliver organisation KPIs
2. Work effectively with staff across the organisation to achieve organisation objectives
3. Be supportive to other colleagues in your work to create a collegiate work environment

Reporting

1. Provide regular updates on all marketing activities to Head of Corporate Services and CEO
- 2.

Liaison and networking

1. Maintaining industry partner relationships
2. Liaising with relevant staff to support marketing and communications activities

Teamwork

1. Work with team members to effectively deliver the marketing and communication activities internally and externally
2. Provide updates on activity to team and department meetings
3. Work effectively across teams

Initiative, problem solving and decision-making

1. Maintain currency of social media, marketing and customer relationships
2. To have interest and skills in technology developments and basic packages such as: HTML.
3. Share ideas for potential opportunities for strategic development of marketing and communication activities
4. Work with colleagues to resolve problems affecting the quality of marketing and communications activity

This job description summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility.

Person Specification

All criteria should be considered to be essential unless otherwise stated.

Competency	Essential criteria	Desirable criteria
Attainments/qualifications	• Qualified marketer • degree in marketing, a similar field, or an equivalent qualification	
Skills and understanding	• Possess an in-depth understanding of marketing • Understanding/interest of nutrition and wellbeing • Demonstrable copywriting skills • Attention to detail • Understanding of ASA guidelines	• Interest/understanding in video content production • Understanding of media law • Demonstrable SEO skills • Have experience of coordinating events

	• Ability to understand and reach target audiences • Ability to create content across digital and print platforms • Knowledge of Hootsuite, Canva, CapCut and ActiveCampaign (or equivalent platforms)	
Prior experience	• Have experience managing social media • Have experience creating content for digital and print advertising and promotions platforms • Have experience of creating and delivering advertising campaigns • Have experience of creating and delivery email marketing campaigns • Have experience of optimising CRM systems • Have experience of working in teams and/or functions in a busy environment with conflicting priorities	
Behavioural characteristics	• A fast worker, able to work under pressure to deadlines • Highly organised • Excellent written and verbal communication skills • Able to participate in and develop external networks • Be able to demonstrate independent and self-managing working styles • An understanding of the importance of equality and diversity within an organisation and a commitment to helping create an inclusive culture	
Other	• Weekend and evening work will be required at times	

	• Active engagement in ION staff supervision and performance management programme, and wider organisation activity • Hybrid working between Richmond, London and home	
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