



**ICGN**

International Corporate Governance Network  
*Inspiring good governance & stewardship*

## **ICGN Job Description Marketing Manager**

**Report: Education Director**  
**Type: Permanent (Full time)**

**This position supports all the functions of the ICGN in a hybrid working environment.**

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### **Job Purpose**

Generating maximum responses to ICGN activities through use of marketing and promotional activity. To include membership, commercial products, and services (e.g., events, courses) as well as stakeholder engagement activity such as Policy team output.

### **Key Responsibilities**

- In combination with ICGN unit managers, **create, deliver marketing and promotion plans**. Specifically, create multi-channel, integrated marketing campaigns to promote:
  - - Courses/education
    - events (in person and online)
    - membership
    - Policy team output.

Channels to include but not limited to:

Website (promotion and content marketing)

- direct mail
- social media
- press release
- presence at physical events (e.g., stand, banner)
- content marketing.

To include regular reporting on campaign and channel impact and effectiveness.

### **Brand Management**

- responsible for maintaining the integrity and consistency of the use of ICGN's brand and 'voice' on all collateral, promotion, and communications.

### **Maintenance of brand guidelines**

- ensuring stakeholders are equipped to describe and represent ICGN appropriately. To include, but not limited to: ICGN team; ICGN board; other members; (event) partners/sponsors; suppliers/contractors.

**Data**

- Oversee and enhance ICGN database quality in accordance with GDPR in liaison with relevant ICGN Team members.

**Other duties**

- Perform other duties from time to time in line with the needs of the ICGN

**Education & Experience**

- B2b marketing campaign plan development and implementation, across multiple channels. Ideally with experience of (some combination of) membership organisations, live and online events: courses/education: policy team output.
- Awareness of current trends and developments in marketing, including data/tracking, the role of social media channels in b2b marketing,
- A CIM or similar qualification would be an advantage

**Key Competencies**

- Excellent verbal, written and presentation skills – the postholder will be responsible for developing, presenting, and reporting on campaign plans.
- Listening skills – the ability to understand and interpret accurately and succinctly ICGN membership and other units' objectives
- Planning and organising, ability to multi-task, attention to detail, information and monitoring, communication skills, confidentiality, integrity.