



WORK WITH US

Job Description – Senior Marketing & Communications Officer

June 2026

JOB DESCRIPTION: Senior Marketing & Communications Officer

Location:	40 Queen Street, London EC4R 1DD
Contract:	Full-time, permanent, Hybrid working with 2 days in the office and 3 days working from home
Salary:	£40,000 - £44,000 per annum plus benefits
Responsible to:	Marketing & Communications Manager

About the Chartered Association of Business Schools

We are the voice of the UK's business and management education sector. We support our members to maintain world-class standards of teaching, research, and enterprise engagement. Through dialogue with policymakers, business, and stakeholders, we inform government policy to help create the best possible environment for our business schools, the economy and wider society to flourish.

We are a highly motivated team that works within a fast-paced environment to deliver on our members' priorities:

- **Securing the financial sustainability of the UK's business schools to ensure that they continue to drive positive impact on the economy and society:** Supporting members and advocating for fit-for-purpose policy development to maintain the contribution of business schools.
- **Accelerating productivity and growth for the benefit of the UK economy:** Developing capacity and partnerships to promote the role business schools play in improving organisational performance, in particular SMEs.

Embedded across our work are our organisational core values:

- Community Building
- Agile Expertise
- Authentic Accountability
- Purposeful Impact

Purpose of the role

The Senior Marketing & Communications Officer will lead promotional campaigns for our portfolio of events and deliver content-led communications as part of our member engagement and advocacy work. They will be involved in delivering marketing and communications across our brand family – the Chartered ABS, Small Business Charter, and the Certified Management & Business Educator.

Within these brands, you will plan and execute event marketing campaigns to drive registrations, delegate revenue, and engagement with our members. Our conferences, events and development programmes are highly valued by our members; through your multi-channel campaigns, in particular through email marketing, your priority will be to maximise uptake and revenue.

You will be responsible for commissioning, editing and publishing the pipeline of content for the Chartered ABS and Small Business Charter websites, ensuring that we publish high quality engaging blogs, thought

leadership articles, and case studies for our members. You will take the lead on curating and building our newsletters to engage our members and stakeholders in our advocacy work and editorial content.

The Senior Marketing & Communications Officer will also support the marketing and member retention of the Certified Management & Business Educator (CMBE) scheme in achieving our membership growth objectives. You will work with the CMBE team to manage, edit and publish a pipeline of editorial content, and produce newsletters, designed to engage the CMBE community of business school educators and build value for the membership.

The Senior Marketing & Communications Officer will manage the content across the Chartered ABS and Small Business Charter websites, taking responsibility for ensuring the content is kept up-to-date. You will use SEO and analytics data to help us improve the performance of our websites.

Person specification

Candidates must be able to demonstrate that they meet the 'essential' criteria. **Applicants must have the right to work in the UK.**

About you

We are looking for a dynamic, self-starting individual with extensive experience in creating and delivering marketing campaigns to fast-paced timescales who wants to apply their skills in a mission-led organisation. You will have demonstrable experience in writing and building high performing email marketing campaigns, and you will be an outstanding marketing copywriter and editor of longform editorial content. You will be expected to work in an agile manner across a range of brands, products and member services to drive our revenue and membership engagement. Experience of CRM and CMS systems is essential, as is the ability to collaborate well with both internal and external stakeholders. In return, you will join a passionate, collegiate team in a purpose-led organisation.

In keeping with our values, the postholder will be agile, collaborative, accountable and serve our members with purposeful impact.

Responsibilities of the role

Plan and deliver marketing campaigns for our portfolio of conferences, development programmes, and events across the Chartered ABS, Small Business Charter and CMBE portfolio to drive registrations, revenue, and member engagement:

- a. Develop marketing plans which drive delegate registrations, delegate income and member engagement on each event. Marketing plans will be multi-channel, in particular incorporating our primary channel of email campaigns, as well as social media (working with the Social Media & Digital Communications Officer) and direct mail, flyers, on-site digital posters, and network marketing where relevant
- b. Lead on the production of email campaigns. Write first-class marketing copy, and build branded and plain-text emails
- c. Prepare segmented and targeted mailing lists for campaigns using the CRM and email marketing platform. Take responsibility for maintaining accurate, up-to-date data

- d. Work with events team on the production of copy for event web pages and ensure these pages remain up-to-date and fit for marketing purposes
- e. Create or commission other marketing assets to promote our activities through other channels such as direct mail, third party channels, flyers, and on-site digital posters
- f. Work collaboratively with the Social Media Officer to ensure organic and paid social media marketing aligns with overall marketing plans
- g. Monitor, analyse and react to marketing performance data such as Google Analytics, Clarity and social media metrics
- h. Identify innovative ways to raise awareness of, and boost engagement in, our events and implement cross-selling opportunities where appropriate

Promote the Certified Management & Business Educator scheme and manage editorial content to drive awareness, applications and membership income

- a. Manage and build the pipeline of quality editorial content in line with CMBE growth strategy and associated marketing and communications plans, including commissioning quality written content from active CMBE members. Edit submitted blogs and case studies in line with editorial guidelines, and publish them on the website
- b. Produce monthly CMBE newsletters to active CMBE subscribers, working in collaboration with the Director of Professional Development and the CMBE Community Manager
- c. Manage the CMBE webpages and support the ongoing development of the CMBE area of the website in collaboration with the marketing and CMBE teams

Produce member and external communications, edit editorial content, and manage the websites

- a. Manage the pipeline of editorial content across our brands including commissioning content, such as blogs and case studies, from members and stakeholders
- b. Review and edit written editorial content, and provide feedback where required, ensuring high quality editorial standards are maintained across our blogs, news, publications, and case studies
- c. Lead the production of our newsletters across our brands. Manage the content plan, write and build engaging newsletters in our email platform
- d. Maintain the content of pages across the Chartered ABS and Small Business Charter websites using the website CMS, ensuring the sites are kept up to date
- e. Improve our SEO performance on the Chartered ABS and SBC websites
- f. Work with the team to keep our database of contact records up-to-date
- g. Support the events team before and during our conferences by providing operational support where needed

This job description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed. The post holder may be expected to work flexibly and perform such other duties other than those given in the job description.

Person specification

EXPERIENCE

<i>Skills and experience</i>	<i>Essential / desirable</i>
Excellent copywriting and editing skills	Essential
Extensive experience writing and building email marketing campaigns	Essential
Event marketing experience	Essential
Experience delivering marketing and communications for B2B or professional audiences	Essential
Experience planning and managing marketing plans, and using project management planning tools	Essential
Experience in managing multiple projects concurrently	Essential
Experience of managing content pipelines and editing longform content such as blogs and case studies	Essential
Experience producing newsletters	Essential
Experience of editing and uploading website content through a CMS	Essential
Experience of using social media in a professional capacity	Essential
Experience of delivering communications for a membership body, network, association or professional body	Desirable
Experience segmenting large databases for targeted marketing campaigns	Essential
Experience in using CRM systems and databases (ideally Salesforce)	Essential
Proficiency in Microsoft office	Essential
Experience of commissioning collateral from agencies	Desirable
Educated to degree level	Essential

<i>Key behaviours</i>	<i>Essential / desirable</i>
Highly organised and good time management	Essential
A positive, friendly and professional disposition and strong interpersonal skills	Essential
Ability to show initiative and take responsibility for work	Essential
Ability to work collaboratively and willingness to learn and develop	Essential
Ability and willingness to speak to members and stakeholders face-to-face and by phone	Essential
A willingness to keep up-to-date with higher education policy and trends and issues within the business school sector	Desirable
Ability to multi-task and work well under pressure	Essential
A can-do and determined attitude	Essential
High standards of integrity	Essential
Ability to work occasional flexible and unsocial hours including evenings if required and to travel, within the UK.	Essential
A willingness to support wider teams with projects where necessary	Essential
Commercial acumen	Desirable

Our Values

Our values are very important to us at the Chartered ABS, guiding how we work with each other every day. In return, we offer flexible working and a friendly, down-to-earth, hardworking and collegiate environment. We are located near Cannon Street offering hybrid working of a minimum of 2 days per week in the office.



How to Apply

To apply, please send your CV with a covering letter (no more than one side of A4) explaining how you meet the person specification by 24 June 2026. Please send your application to people@charteredabs.org

Applicants must have the right to work in the UK.

The Chartered Association of Business Schools is an equal opportunities employer committed to creating an inclusive environment.

We welcome applications from people of all backgrounds and abilities. If you require reasonable adjustments at any stage of the recruitment process, please let us know of your requirements and we will be happy to discuss how we can best support you.