



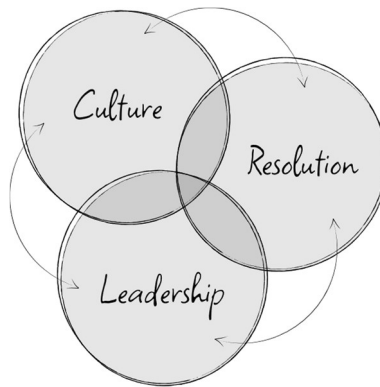
Application pack for the position of

Digital Marketing Executive

TCM GROUP

Putting
People First™

The TCM Advantage



TCM empowers people and organisations to adopt purpose led, person-centred and values based approaches to culture change; conflict and complaints resolution; human resources; people management; and leadership.

We are passionate about protecting relationships whilst securing lasting and sustainable outcomes at times of conflict, change, crisis, controversy, and challenge. We work in partnership with our customers to develop the overarching strategies, the core values, the systems, the processes, the mindsets, and the behaviours which engender a fair, just, inclusive, sustainable, and high performing culture – a transformational culture.

Our consulting team comprises some of the top global talent. Through their expertise and their endeavours, they encourage co-operative problem solving, open dialogue and stakeholder engagement. They are the best at what they do.

Our customers benefit from our insightful teaching and consultancy methods which are accessible to all. We are inspired by approaches such as behavioural science, positive psychology, appreciative inquiry, restorative justice, principled negotiation, nonviolent communication, and emotional intelligence.

We believe in the ability of people to resolve often intractable problems with compassion and collaboration: when the correct conditions are in place. We also believe that an engaging, empowering, and proactive resolution of business challenges is more effective than the confrontational, adversarial, and often punitive approaches which are currently in use in a great many organisations.

Introduction.

The TCM Group is a leading and award-winning provider of cultural change, conflict management and leadership development. Over the past 20 years, we have secured a world class reputation and a first-class client list. We have worked at a strategic level to embed cultural change, leadership development and conflict resolution programmes within organisations as varied as Royal Mail, Network Rail, NATS, Aviva, HSBC, Lloyds Bank, TSB, Capgemini, Ofcom, BA, Virgin Atlantic Airways, Tesco, The BRC, The Metropolitan Police, London Ambulance Service, and the entire UK Civil Service (with whom we have a framework agreement to deliver mediation and leadership training).

Established by our CEO, David Liddle in 2001, we have been a driving force in the development of purpose led, values based and person-centred organisations. Our unique [Transformational Culture Model™](#) is being applied in a wide array of organisations and our transformative leadership and management practices are becoming increasingly mainstream. In 2014, TCM published the now ubiquitous [Resolution Framework™](#) which offers a timely alternative to damaging and divisive grievance discipline and performance management systems.

We operate out of the Business Design Centre in Islington, and we have a state-of-the-art training and mediation venue (The TCM Academy). We have a team of 12 full time employees covering a range of head office roles. The TCM team also includes c60 freelance associates. Please [click here](#) to view the current TCM team.

In 2018, TCM was awarded Mediation Provider of the Year at the National Mediation Awards (hosted jointly by the Civil Mediation Council and The College of Mediators). In 2019, we were finalist for the Best HR/L&D Consultancy of the year at the CIPD's People Management Awards. In 2020, we were the proud winners of the HR Consultancy of the Year at the Personnel Today Awards and in 2021, we won the Change Management Award in partnership with TSB Bank

[Click here hear to read what people say about TCM on TrustPilot](#)

The team at TCM are proud of what we have achieved over the past 21 years. Looking ahead over the next twenty years, we are extremely ambitious, and we are excited about the potential for significant global growth measured in terms of customer acquisition, customer retention, revenue growth and profitability. Throughout our existence, we have adopted a lean business methodology and we use outsourced partners to support our head office team. Our external partners include:

- Aubergine 262, Our design and web development agency
- PR and communications support
- CRM – we use Salesforce.com
- Bid writing (large bids).
- Accountancy, IP protection, legal support and other professional services.

We are grateful for your interest in this position, and we welcome your application to join our team.

About the role.

The **Digital Marketing Executive** will be responsible for contributing to a full range of activities in support of the overall business development function of The TCM Group, to help achieve continual business growth. Typical daily tasks will include (but are not limited to): ongoing update and maintenance of TCM company websites, social media posting, email marketing, search engine optimisation, paid social media advertising and general content writing.

The post holder will also be required to use marketing analytical tools to report on the ongoing success of our marketing activities and identify opportunities for improvement. The role will also provide general support to the wider Business development team – working alongside David, our CEO; Matt, our Marketing Manager; Robyn, our Brand and Content Manager; Erika, our External Communications Consultant; and the entire team at Aubergine 262, our web development and graphic design agency.

The Digital Marketing Executive will also be expected to attend weekly business development team meetings, in which they will contribute new ideas to support and diversify our ongoing marketing activities. A specialist skill in a particular marketing niche would be especially advantageous for the role. Perhaps you can demonstrate previous success with paid social media advertising, have some coding experience, or have a talent for graphic design? We would very much like to hear more!

Ongoing Update and Maintenance of TCM Company Websites

Over recent years, we've vastly expanded our digital ecosystem, and now have a total of 7 websites, with two further sites soon to be developed. As you'll expect, these need regular updates and maintenance to showcase our ever-growing portfolio of products and services; generate traffic and bring good quality enquiries through to the business.

Social Media Posting

For The TCM Group, and each of our standalone sub-brands, we have a growing social media presence. Being mainly a business-to-business organisation, our most used platform is LinkedIn. Here we regularly share company updates, interesting articles, infographics, special offers and much more. A key part of the Digital Marketing Executive's role will be to take ownership of one or more of our social profiles. We may also seek to expand our reach through paid social media advertising, so experience in this area will be advantageous to the role.

Email Marketing

Email marketing is one of our most successful lead generation tools. We run a full variety of email campaigns, including a weekly newsletter, event invitations, and service/ training promotions. As part of the role, the Digital Marketing Executive will support this area of our marketing function, by creating attractive, informative, and high performing mailers.

Search Engine Optimisation

As for any growing business, appearing high in the ranks on Google and other search engines is of paramount importance. Organic search continues to bring a healthy volume of traffic to our websites, but of course we want more! Working across our main company website, and sub brands, the Digital Marketing Executive will support in the increase of our organic search traffic through keyword optimisation, content creation, link building and analytics.

General Content Writing

When it comes to digital marketing, we know that content is king! The Digital Marketing Executive will therefore need to demonstrate strong writing skills, to support with the curation of product information, event summaries, brochures and articles. The post-holder will also be encouraged to contribute to the TCM blog, with significant freedom around relevant topics and writing style!

About you.

We are seeking an exceptional candidate to join our Business Development Team. You should possess the following experience, skills, and qualities. As part of your application, please prepare a covering letter which will tell us how you meet the requirements below. If you are also able to share a portfolio of your recent work, this will help to set you apart from other candidates.

Qualifications:

- Educated to degree level standard or equivalent
- A marketing-related qualification (advantageous, but not essential)

The **Digital Marketing Executive** will be a calm, cool and collected individual who has an eye for detail and the ability to thrive in our fast-paced environment. They will be just as comfortable interacting with single individuals as they are with presenting to a large group of people and will perform excellently under pressure. In addition to these general personality traits and abilities, TCM are looking for a candidate with the following skills:

- **Experience and excellent understanding of WordPress:** This is the platform upon which all of our company websites are built.
- **Copywriting experience:** Although not a writing- specific role the candidate will be expected to be confident and competent in producing compelling copy, suited to a full range of marketing channels.
- **Multitasking and meeting deadlines:** The Digital Marketing Executive will be expected to manage a full variety of tasks and prioritise appropriately. They shall also be required to work towards given deadlines, while demonstrating consistently high standards to their work.
- **Organisation:** Since you will be handling a number of logistical details and juggling several different types of projects, it will be no surprise that exceptional organisation and fastidious attention to detail are important skills to have.
- **Interpersonal skills:** Given the sheer number of people who you will have to interact with daily, it is essential to have great interpersonal skills and be able to seamlessly carry a conversation.
- **Customer service:** Ideally you will have experience in customer service, as the skills learned in that field can easily carry over to perform the duties of a Digital Marketing Executive.
- **Teamwork:** Most of the activities within the role, from scheduling meetings to writing website content, and lead generation will be a collaborative effort which will require input from multiple sources. Because of this, you need to be great team player.

Experience:

- A minimum of 2 years' experience within a digital marketing role
- Experience in a marketing role for a business-to-business organisation would be advantageous

Knowledge and skills:

- Outstanding relationship-building skills at all levels of an organisation.
- Able to manage and analyse large data sets.
- Outstanding written and verbal communication skills with experience of writing a range of formal and informal business documents such as emails, marketing plans or strategy documents etc.

- High standard of computer literacy including MS Teams, CRM systems (such as salesforce.com).
- Strong influencing and negotiating skills and possessing good business acumen.
- Works well under pressure and has high levels of personal resilience.

Attitude and qualities:

- Demonstrable attention to detail and accuracy.
- Able to quickly digest and understand complex business needs and challenges.
- A starter-finisher.
- A team player.
- Well organised and self-sufficient.
- Demonstrable customer focus.
- Innovative and seeks out and implements creative solutions to problems.
- Commitment to quality and continuous improvement.

Note for applicants: please respond to the above areas in your covering letter and include examples where possible.

Key facts and how to apply.

TITLE:	Digital Marketing Executive
LOCATION:	Hybrid working. We will take a flexible approach, indicatively three days per week home based, two days per week office based at TCM's head office in The Business Design Centre in Islington, North London.
JOB TYPE:	Permanent, Full-Time.
SALARY:	Earnings of £40,000+ per annum. This salary is calculated as follows: £25,000 p/a base plus £15,000+ p/a profit share bonus scheme. <i>(Bonus for FY 21/22 was £21,000)</i>
BENEFITS:	Pension scheme plus generous holidays and birthday leave.
REPORTS TO:	TCM's Marketing Manager, Matt Giblin.
HOW TO APPLY:	Please send your CV, covering letter and a portfolio of digital marketing work to jobs@thetcmgroup.com
GO LIVE:	21st June 2022.
DEADLINE:	ASAP.

More about The TCM Group

The TCM Group is a global provider of conflict resolution, culture change and leadership consultancy and training. The TCM ecosystem comprises 9 brands which are set out below. More details of each TCM brand can be found on the associated website:

The TCM Group and TCM Academy. www.thetcmgroup.com

Transformational Culture™. www.transformationalculture.com

Engage Leadership™. www.engageleadership.com

Engage Coaching™. www.engagecoaching.com (in development)

Resolution Framework™. www.resolutionframework.com

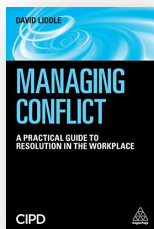
The Mediation Company™. www.themediationcompany.com

The Investigation Company™. www.theinvestigationcompany.com

Total Conflict Management™. www.conflictmanagement.com (in development)

The Institute of Organisational Dynamics™. www.organisationaldynamics.org

TCM's founder and CEO, David Liddle, has achieved many accolades including top 20 HR Most Influential Thinker and Thinkers50 Radar. He has written two highly regarded books and has contributed to many others, including a recent text by Thinkers50.



Managing Conflict.

<https://amzn.to/2EbDX7O>



Transformational Culture.

<https://amzn.to/3vIH7e4>



Perpetual Transformation.

<https://amzn.to/3gC0TN2>

"Transformational Culture by David Liddle provides the guidance to leaders, managers, and HR professionals on the importance of putting purpose, values and people first. David delivers a blueprint for creating an inclusive, sustainable, and high performing culture."

— Omar Ali, Financial Services Leader, EY