

## **Job Details**

**Role:** Head of Marketing

**Deadline to apply:** Monday 25<sup>th</sup> May

**Interview date:** week commencing Monday 8<sup>th</sup> June, to include a 10-minute presentation

**Start Date:** ASAP.

**Salary:** from £45,000 per annum.

**Contract:** Full-Time, Permanent.

**Location:** Stafford, UK; hybrid working, with 4 days a week in the office.

## **About the Chartered Institution of Railway Operations (CIRO)**

As the only Institution representing the profession of rail operations, CIRO has existed for 26 years to serve the needs of the railway industry. From humble roots, it has grown to become a community of 14,000 individuals promoting rail excellence through Continuous Professional Development, skills training and shared learning, with the objective of supporting today's and tomorrow's integrated railway and delivering on our mission to lead, inspire and accelerate the growth of rail professionals.

In the last two years, CIRO has become a much more outward-facing organisation, with the aim of raising its profile and building a strong reputation within the rail industry. This has been reflected through increased marketing activity, member engagement and media coverage, as well as the hosting of a number of high profile events. This work is crucial, coming at a time of significant change within the rail industry through the creation of Great British Railways, alongside major change in the education and training landscape.

An opportunity has arisen to spearhead this work as CIRO's Head of Marketing, continuing the journey to position CIRO as an essential player in the rail industry and working alongside the Senior Management Team to steer its strategic direction.

## **Job Description**

Reporting to the CEO, the Head of Marketing sits on CIRO's Senior Management Team and leads the delivery of CIRO's marketing and communications activity, ensuring alignment with organisational objectives and supporting growth across membership, learning, and wider industry engagement.

The Head of Marketing will foster a collaborative, high-performing marketing function that encourages innovation, accountability and continuous improvement. Balancing strategic leadership with hands-on delivery, the role is responsible for developing and executing strategic marketing plans, overseeing brand positioning, and driving engagement through high-quality, targeted campaigns. Working closely with internal teams and external stakeholders, the Head of Marketing plays a key role in strengthening CIRO's visibility, reputation, and impact across the railway industry.

The role also includes line management of the Marketing Assistant, ensuring effective delivery of day-to-day marketing activity through clear direction, structured planning, and ongoing development, and management of external suppliers to CIRO.

## **Key Responsibilities**

### **Strategic Marketing Leadership**

- Develop and deliver a marketing strategy aligned with CIRO's organisational objectives across all services and departments.
- Lead on brand positioning and development, ensuring consistency across all communications and touchpoints.
- Provide marketing support to internal teams through regular meetings to actively promote CIRO's membership and learning services.
- Contribute to senior management discussions on strategy, governance, and organisational planning.
- Develop and deliver a proactive public relations strategy, including media outreach, press releases, and industry communications.
- Support business development initiatives, lead generation, and stakeholder engagement activity, including through market research and competitor analysis.
- Provide regular reporting on marketing performance, campaign outcomes, and engagement metrics.

### **Content Delivery**

- Oversee the drafting, creation and distribution of marketing materials, including brochures, press releases, social media content, awards submissions, promotional literature, newsletters, and presentations.
- Manage CIRO's digital presence, including overall responsibility for the website and its content, social media platforms, SEO strategy, and e-mail marketing campaigns.
- Utilise new media channels to expand CIRO's reach to new demographics, including younger audiences.
- Direct content production and ensure all marketing outputs meet quality expectations and are delivered on time and within budget.
- Ensure all content aligns with CIRO's brand, tone of voice, and strategic messaging.
- Ensure all marketing activity complies with CIRO's governance policies and regulatory requirements.

### **External Engagement**

- Lead the planning, delivery and evaluation of marketing campaigns, ensuring alignment with organisational priorities and effective collaboration across teams.
- Support with promotion of CIRO attendance at corporate events, industry conferences and awards events, and webinars.
- Manage and maintain CIRO's events calendar, identifying key internal and external events and ensuring timely and effective promotion.
- Oversee management of CIRO's merchandise for external events and activities, providing efficient management and ensuring availability.
- Act as the primary media contact, managing press enquiries and ensuring consistent external messaging.
- Manage relationships with external suppliers and partners, including designers, printers, agencies, and digital providers.

### **Team Leadership & Development**

- Line manage the Marketing Assistant, providing clear direction, structured workload planning, and day-to-day support and professional development.
- Delegate marketing activity effectively, ensuring alignment with strategic priorities and deadlines.

## **Person Specification**

### **Essential**

- Able to provide strategic marketing leadership alongside hands-on delivery of campaigns
- Excellent written and verbal communication, including copywriting skills
- Deep understanding of key communication channels, both online and offline
- Able to drive growth across key metrics, including website traffic and social media engagement
- Able to manage multiple tasks within a complex organisation to meet deadlines
- Team player who fosters strong relationships with colleagues and external suppliers
- Strong analytical and reporting skills
- Experience of line managing direct reports
- Competent in using Adobe Creative Suite, including video and design skills
- Competent in Microsoft Office products, including Word, Excel, Outlook and PowerPoint
- Sound commercial and financial understanding, including budget management

### **Desirable**

- CIM or equivalent qualification
- Experience of using WordPress Content Management System
- Experience working with a professional body or membership organisation
- Understanding of the rail industry and its strategic direction
- Understanding of the learning and development landscape and key policy trends

### **Benefits:**

This role offers an exciting opportunity to gain hands-on experience in a fast-paced and evolving industry while contributing to meaningful initiatives.

- **Development Opportunities:** opportunities for Continuing Professional Development, such as skill-building workshops, fully paid apprenticeships, Higher Education, networking with industry professionals and enthusiasts.
- **Work-life Balance:** flexibility in work hours or remote work options.
- **Supportive and Inclusive Culture:** CIRO is committed to creating a respectful, inclusive and empowering culture, valuing diverse perspectives, and to transparent communication, ensuring trust and engagement.
- **Health and Wellness Programmes:** CIRO is committed to promoting positive health and wellbeing across the organisation. We have and continue to build our wellness initiatives. For example, Employee Assistance Programme, on-site gym (reduced cost), developed mental health resources, trained wellbeing and safeguarding staff.
- **Staff Engagement:** CIRO encourages a collaborative environment fostering growth. Colleagues are encouraged to play an active part in the continued review and refresh of departmental working practices as well as contributing to broader conversations and business growth and development. Regular all-staff team building days.

### **Additional Information**

- Opportunity to contribute to the professional growth of railway professionals worldwide
- 25 days annual leave (includes Christmas office closure) + bank holidays
- Option to buy additional holiday
- 4 wellbeing days per year
- Free car parking
- Free refreshments
- As part of our safer recruitment practice, we will be undertaking a DBS check and your employment is contingent on the outcome of that.

- CIRO is an equal opportunities employer and is committed to creating a diverse and inclusive workplace where all employees are valued, respected, and treated fairly. We do not discriminate on the basis of race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or any other protected characteristic.

### **How to Apply**

#### **To apply for the role, please:**

- Update your CV and provide a covering letter explaining your interest and suitability for the role.
- E-mail your application to Phil Sherratt, CEO, at [phil@railwayoperators.co.uk](mailto:phil@railwayoperators.co.uk), with the subject "CIRO Head of Marketing".

**If you have any questions about the role, please contact Phil Sherratt via email at [phil@railwayoperators.co.uk](mailto:phil@railwayoperators.co.uk).**