



Application pack for the position of

Digital Marketing Executive

TCM GROUP

Putting
People First™

Our purpose

TCM's purpose is to develop happy, healthy, harmonious, and high performing workplace cultures – transformational cultures.

Our values define us.



The TCM Advantage.

TCM is Transforming work by putting people first. We empower our customers to adopt purpose led, person-centred and values-based approaches to culture change; conflict and complaints resolution; human resources; people management; and leadership.

Over the past 23 years, we have developed a comprehensive ecosystem of services which reflect the needs of the modern organisation. We work in partnership with our customers to develop the strategies, values, systems, processes, mindsets, and behaviours which engender a fair, just, inclusive, sustainable, and high performing culture – a transformational culture.

Whilst we always put people first, we are also obsessed with data. We help our customers to drive transformational change, underpinned by evidence, analytics and sound methodologies. Our customers benefit from our insightful teaching and consultancy methods which are accessible to all. We are inspired by approaches such as behavioural science, agile DSDM, positive psychology, coaching, transformational leadership, appreciative inquiry, restorative justice, principled negotiation, nonviolent communication, and emotional intelligence.

Introduction

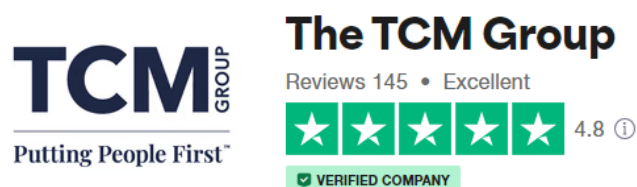
The TCM Group is a leading and award-winning provider of cultural change, conflict management and leadership development services and training. Established in 2001, over the past 23 years, we have secured a world class reputation and a first-class client list. We have worked at a strategic level to embed cultural change, leadership development and conflict resolution programmes within organisations as varied as Royal Mail, The BBC, Network Rail, NATS, Aviva, HSBC, Burberry, 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).

Led by David Liddle, founder and CEO, 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 2013, TCM published the now ubiquitous Resolution Framework™ which offers a robust and modern alternative to damaging and divisive grievance, discipline and performance management systems.

Our global headquarters are in the Business Design Centre in Islington, and we have a state-of-the-art training and mediation venue (The TCM Academy). We also have an office in NYC giving us direct access to the American market. We have a team full time of employees covering a range of head office roles plus c100 freelance associates (consultant partners). 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. In 2023, we won the HR Impact Award in recognition of our groundbreaking cultural transformation programme with Burberry.

We are extremely proud of what we have achieved over the past 20 years. Looking ahead over the twenty years, we are extremely ambitious, and we are excited about the potential for significant growth and expansion measured in terms of team development, cultural development, customer acquisition, customer retention, revenue growth and profitability.



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

About the role.

The Digital Marketing Executive is an exciting role which will be responsible for developing, optimising, and managing our entire website ecosystem. If successful, you will also contribute to a full range of activities in support of the overall business development function of The TCM Group.

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

The Investigation Company. www.theinvestigationcompany.com

The Mediation Company. www.themediationcompany.com

People and Culture Consulting www.peopleandculture.com

Resolution Framework. www.resolutionframework.com

Apaxio® (the people and culture platform) www.apaxio.com

UKResolution www.ukresolution.com

Engage Leadership. www.engageleadership.com

Engage Coaching. www.engagecoaching.com

Typical daily tasks will include (but are not limited to): ongoing updating and maintenance of the entire ecosystem of TCM company websites (see below), social media posting, email marketing, search engine marketing (SEM) and search engine optimisation (SEO).

1. Digital Campaign Management

You will plan, execute, and optimize digital marketing campaigns across various channels, including but not limited to social media, email, search engines, and display advertising. Monitor campaign performance, analyse key metrics, and provide actionable insights to improve overall effectiveness.

2. Ongoing updating and maintenance of TCM's website ecosystem

Over recent years, we've vastly expanded our digital ecosystem, and now have a total of 10 websites all of them produced in WordPress. 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. We also wish to expand our websites globally.

3. Curate and create engaging content

When it comes to digital marketing, we know that content is King (or Queen of course!)- The Digital Marketing Executive will therefore need to demonstrate strong writing skills, in order to support with the creation and 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!

4. Search Engine Marketing and SEO

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.

5. Social Media and Email Marketing

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. In addition, 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 is to provide support within this area of our marketing function, by creating attractive, informative and high performing mailers etc.

About you.

We are seeking an exceptional candidate to join our Business Development Team. You should possess the following experience, skills, qualities and attributes. As part of your application, please prepare a covering letter which will tell us how you meet the requirements below.

1. Experience and qualifications:

- Essential
 - A minimum of 2 years' experience within a digital marketing role.
 - Educated to a degree level standard (or equivalent).
 - Extensive experience of working with WordPress.
 - Experience of SEM and SEO.
 - Experience of working as part of a team.
- Desirable
 - A marketing-related qualification.
 - Experience of coding for WordPress website development.
 - Experience of graphic design using Canva or Adobe Illustrator etc.
 - Experience in a marketing role for a business-to-business (B2B) organisation would be advantageous.
 - Using video editing software.

2. Knowledge and skills:

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 working with a large group of people and will perform excellently under pressure. In addition to these general personality traits and abilities, TCM is looking for a candidate with the following knowledge and 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 you will be expected to be confident and competent in producing compelling copy, suited to a full range of marketing channels.
- **Multitasking and meeting deadlines:** You will be expected to manage a full variety of tasks and prioritise appropriately. You shall also be required to work towards deadlines, while demonstrating consistently high standards to their work.
- **Resilience and organisation:** Since you will be handling several 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. You should be resilient and able to manage multiple projects concurrently.
- **Interpersonal skills:** Given the sheer number of people who you will have to interact with daily, it is essential that you possess great interpersonal skills and be able to seamlessly carry a conversation.

- **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.

3. Behaviours, attitude, and qualities:

- A proactive approach.
- Works well under pressure and has high levels of personal resilience.
- Able to quickly digest and understand complex business needs and challenges.
- Meticulous with a demonstrable attention to detail and accuracy.
- A starter-finisher.
- A team player but also highly self-motivated.
- Innovative - seeks out and implements creative solutions to problems.
- Commitment to quality and continuous improvement.

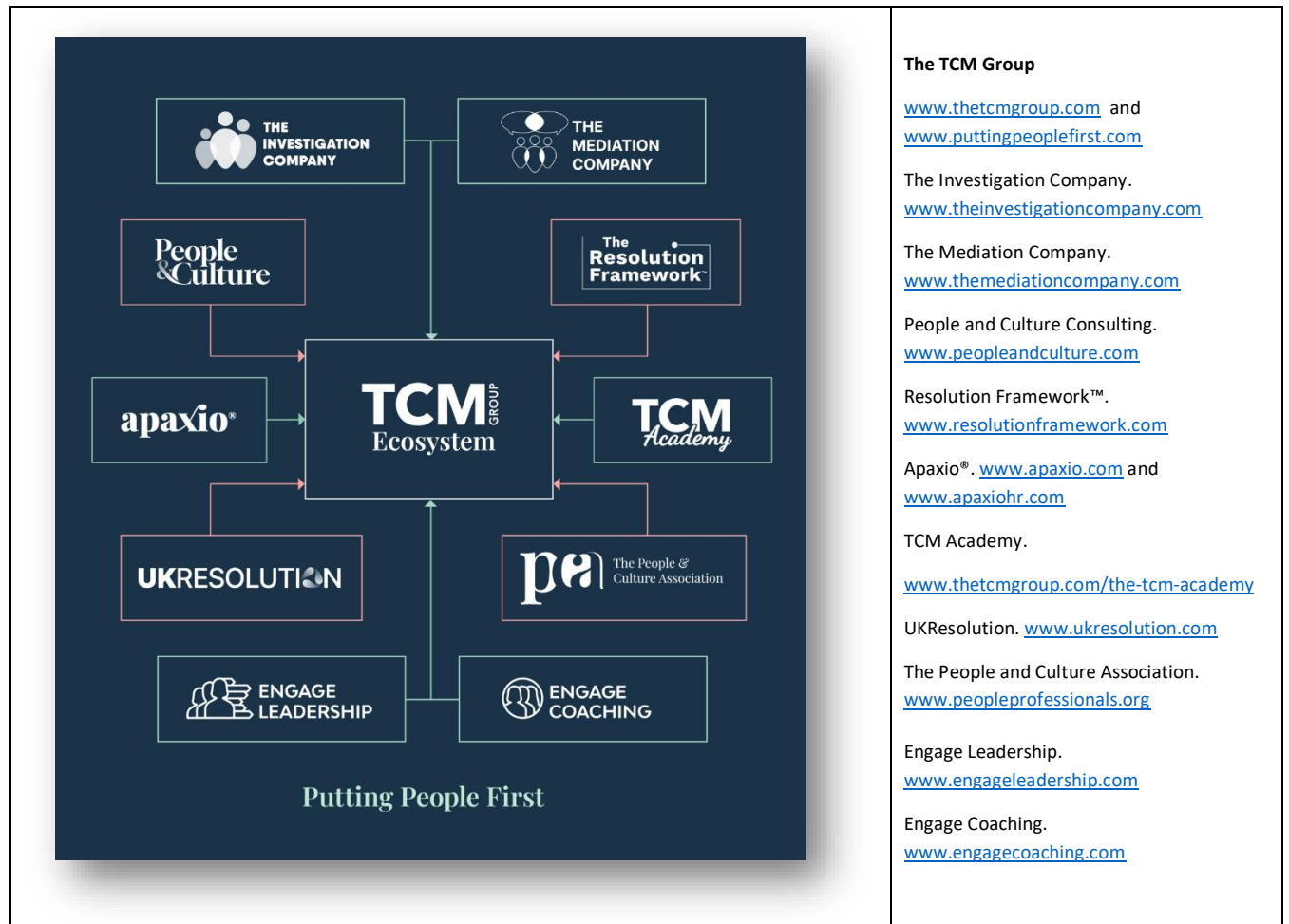
Note for applicants: please respond to the above areas in your covering letter and include examples where possible.

Key facts and how to apply.

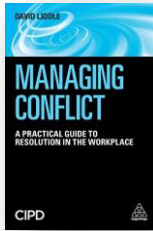
TITLE:	Digital Marketing Executive
LOCATION:	Hybrid working. We take a flexible approach, indicatively three days per week home based, two days per week office based at TCM's head office in The Business Design Centre in Islington, North London.
JOB TYPE:	Permanent, Full-Time.
SALARY:	Earnings of £50,000 per annum. This salary is calculated as follows: £30,000 p/a base plus ca£20,000+ p/a profit share bonus scheme (assumes commercial targets are achieved).
BENEFITS:	Pension scheme plus holidays and birthday leave. Access to our current employee benefits scheme via our HR platform. Health insurance via Vitality.
REPORTS TO:	TCM's CEO, David Liddle. Nb this role will also work closely with and be accountable to TCM's Marketing Manager, Malachi Macpherson.
HOW TO APPLY:	Please send your CV, covering letter and a portfolio of digital marketing work to jobs@thetcmgroup.com
GO LIVE:	wc 11 th March 2024.
DEADLINE:	5pm Friday 5 th April 2024.

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 10 brands which are set out below in the form of the TCM ecosystem. More details of each TCM brand can be found on the associated website:



TCM's founder and CEO, David Liddle, has achieved many accolades including global 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.



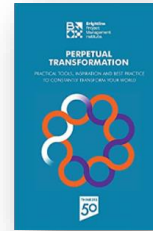
Managing Conflict.

<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

Notes

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