



October
2023

Head of Digital Marketing

Candidate Information Pack



Chartered Trading
Standards Institute

www.tradingstandards.uk



We are an ambitious
professional body with
a proud history of
protecting consumers
stretching back 141
years

Welcome letter

October 2023

Thank you for your interest in the role of Content Executive at the Chartered Trading Standards Institute. I am delighted that you are considering pursuing an application and hope this information pack will encourage you to apply.

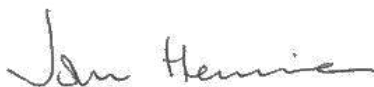
We are an ambitious professional body with a proud history of protecting consumers stretching back 141 years. Our mission is simple, to protect consumers and to create a level playing field for businesses.

Ultimately, we are a membership organisation and as such we are driven by our members views and needs. They are driven, as we are as an Institute, by a strong sense of social purpose to protect the public, and that shapes all our work. We also extend our influence through other services we deliver that help shape the context in which we operate and these are important to the overall success of the CTSI business model. To make this all happen we need a robust but equally agile workforce sitting at the heart of the Institute as we look to our 150th anniversary in 2031.

We passionately believe in all we do and if you want to be part of the CTSI team of the future then we want to hear from you. We recognise the positive value of a diverse and inclusive workforce and are very keen to receive applications from applicants from all backgrounds.

We look forward to receiving an application from you if you consider you have the experience, skill set and ambition that this post requires.

With very best wishes.



John Herriman
Chief Executive

We look to provide innovative solutions across the regulatory arena



About us

The Chartered Trading Standards Institute is a not-for-profit professional body and enterprise for trading standards professionals working in the private and public sectors. It is the national body responsible for representing, supporting, lobbying, and championing trading standards to a range of stakeholders including government, business, consumers, and the media and has done so since 1881. The Institute gained chartered status in 2015.

We look to provide innovative solutions across the regulatory arena; to administer and award professional qualifications; to accredit and certify training, to ensure the ongoing competence of members and to influence and lobby on behalf of the profession as a whole. We aim, through our actions and our members' actions, to empower consumers and reputable businesses to contribute to a vibrant economy.

We strive to eliminate rogue traders and unfair trading practices from the marketplace, to promote environmental sustainability, and to make positive contributions to the health and social wellbeing of citizens and communities.

Vision, mission and values

Our vision

That the United Kingdom prospers economically through fair and safe trade.

Our mission

Support and reinforce the protection of consumers and achieve a level playing field for business.

Our values

Underpinning the delivery of our vision and plan we will adhere to our core values, which are:

- we will always operate in an open transparent manner
- we will recognise diversity within our organisation and the wider community
- we will have both the sustainability of our profession and the Institute at the heart of everything we do
- we will be supportive and attuned to the needs of all key stakeholders
- we will act professionally and ensure the highest standards of governance at all times

The CTSI Vision and Strategy to 2031 sets out how we will aim to achieve our vision and modernise the Institute, under four key areas:

- leading the profession
- building our voice
- being stronger together
- delivering tangible change


The CTSI Vision 2022 is available to download from our [website](#).

We act ethically in compliance with our equality and diversity policies, with openness and accountability, in an honest and truthful manner that ensures fairness and value for money in a non-political, challenging and legally compliant manner.

In April 2021 CTSI signed the Business in the Community (BITC) Race at Work Charter, an initiative designed to improve outcomes for black, Asian and minority ethnic employees in the UK. By doing so we have set out our commitment to being an inclusive and responsible employer.

We fully embrace our environmental and sustainability policies as well as embedding quality management systems requirements within our organisation as part of our ongoing commitment to quality management. We achieved Investors in People in October 2010 and our UK European Consumer Centre has been awarded the Government Standard for Customer Service Excellence.

**BUSINESS
IN THE
COMMUNITY**



The
Institute
currently has
circa 2,000
individual
members

itsa Ltd

Our principal commercial arm, itsa Ltd, is a wholly-owned subsidiary of the Trading Standards Institute. itsa Ltd develops and delivers a wide range of products and services to UK local and central government, to the EU and internationally.

Staff

CTSI currently has 33 employees, full-time and part-time across eight teams.

We also work with a number of consultants and volunteers across all areas of the Institute.

Membership

The Institute currently has circa 2,000 individual members, both in the public and private sector as well as 34 corporate affiliate members. The Journal of Trading Standards website contains regular updates on happenings in the world of trading standards and the Institute publishes a biannual journal for members.

Products and services

CTSI provides leading edge information services to local authorities, the wider consumer affairs sector, and to businesses in consumer markets. Take a look at our [Product Portfolio](#). Further details about the range of products and services, including publications, e-learning, content syndication and advertising can be found on the CTSI website. The production team manages the content that appears in all our commercial products, including e-books, websites and project work. As part of CTSI's business education role, Business Companion provides a free online resource that allows business owners to find and understand trading standards laws and consumer protection regulations.



In-depth knowledge of regulatory services

Professional consultancy

CTSI designs, develops and delivers regulatory contracts in line with the Institute's Charter.

It also delivers a wide range of consultancy and business support services both in the UK and internationally. Our professional consultants bring in-depth knowledge of regulatory services and market surveillance to projects. We can offer extensive knowledge of the regulatory arena and can also provide consultants with expertise in delivering training and/or working as policy officers and advisors.

Training and events

CTSI provides professional training to our members, non-members, businesses and other professionals via a range of methods. Further information can be found on our [website](#).

CTSI organises various events throughout the year, the showpiece of which is the CTSI Conference, the annual training and development event, which takes place in June/July. Details about our range of events can be found [here](#).

Education and qualifications

CTSI delivers the leading education, career development and professional qualifications for trading standards, consumer protection and regulatory activities. The CTSI Professional Competency Framework was launched in 2019. Further details about the framework and related training can be found [here](#).



Policy and communications

CTSI influences a vast array of policy debates concerning consumer protection, economic, environmental, fair trading, health and social wellbeing issues through the expertise provided by our Lead Officer network. Lead Officers are trading standards professionals who are specialists in their field. These fields cover everything from animal health and welfare, through to consumer credit and loan-sharking on to food fraud and nutrition to weights and measures. CTSI works with Government, Parliament and stakeholders and responds to a wide range of consultations; our Press Office deals with a host of enquiries on a daily basis.

Read more on our [website](#).

**CTSI influences
a vast array of
policy debates**

Contact and advice centre

CTSI hosts the UK International Consumer Centre which provides free advice and assistance to consumers that have problems with purchases made from companies based in another country. We work with partner organisations in various other countries to ensure UK consumers are empowered with the knowledge they need in order to resolve problems with a company. Visit the [website](#) for further information.

Alternative Dispute Resolution (ADR)/Competent Authority

Since October 2015 traders, who have an unresolved dispute with a consumer, have been required to give the consumer the details of an Approved Alternative Dispute Resolution (ADR) body and to indicate whether they are willing to use them or not. CTSI operates as the competent authority auditing and approving ADR bodies, in all non-regulated sectors against the requirements of the relevant legislation. Further information can be found [here](#).



CTSI runs the Consumer Codes Approval Scheme

Consumer Codes

CTSI runs the [Consumer Codes Approval Scheme](#), facilitated self-regulation that aims to bolster consumer protection and improve customer service standards.

Membership and governance

The team provides support to the executive directors, the Board, CTSI Council, branches/sections and wider governance structure of the Institute as well as providing administrative support for membership activities. The team also provides administrative and events support to the National Trading Standards Programme Office team which is staffed by CTSI's subsidiary company, ACTSO Ltd, to the Consumer Codes Approval Board, Local Registration Services Association, and administers training for central government and business training contracts.

Finance and administration

The team provides central finance and administration support, including sales and purchase ledger functions and payroll. It also leads in the application of risk assessment to product areas, business planning and longer financial planning. CTSI also provides finance and audit services for the National Trading Standards Board (NTSB) for the delivery of activities related to the Department for Business, Energy and Industrial Strategy (BEIS) annual grant. The NTSB provides leadership influence, support and resources to help combat consumer and business detriment locally, regionally and nationally.

Governance

CTSI Council

Elected body responsible for advising on and monitoring strategic direction and policy; appoints the Chair of the Board and Non-Executive Directors. The Council meets at least twice a year. There are two sub committees of Council – Ethics & Standards Committee and Race & Equalities Working Group. The Council is the Awarding Body for the qualifications and appoints a panel of members and experts, the Qualifications and Awards Board (QAB), to act on its behalf in developing, delivering and maintaining the qualifications framework.

CTSI Board

Responsible for the strategic vision, direction, values and financial stewardship of the organisation. The Board meets four times per year. It has two sub-committees – Audit & Finance Committee and the Remuneration & Appointments Committee. Visit the website for details of the composition of the [CTSI Council](#) and [CTSI Board](#).

President and Vice Presidents

The CTSI President is Lord Jamie Lindsay. CTSI Vice Presidents come from a broad range of backgrounds including parliamentarians, policy officials from academia, the consumer world and trading standards professionals.

Branches, Sections and Lead Officers

CTSI has thirteen Branches across the UK, two chief officer sections, a Business Members Group and the Consumer Empowerment Alliance which provides a network for consumer educators. We also have a framework of members who act as specialist lead officers, covering technical, policy and strategic areas.

College of Fellows

A registered charity that through its educational and charitable activities plays a vital role in support of the trading standards profession. It promotes education and research activities, as well as providing welfare support.



Head of Digital Marketing

Responsibilities and duties:

- **DIGITAL:** You will have responsibility for developing and improving CTSI's website and affiliated websites. For this, a good understanding and knowledge of popular Content Management Systems (such as Umbraco) is a necessity. As is confidence in mastering new digital products and services and ensuring that the team is adequately trained.

You will also be responsible for project managing the development and delivery of new and existing digital products and services (with the assistance of the team and external agencies).

- **MARKETING:** You will work with the Sales and Marketing Manager to provide input and guidance across a broad range of digital and traditional marketing disciplines (incl. PPC/Google Ads, SEO, Social Media, Affiliate Marketing, Online Advertising and Email/eCRM etc), to agree on the best channels capable of delivering results on budget – and guide your team accordingly (stepping in, as and when required).

- **STRATEGY & PLANNING:** You will develop and implement B2C and B2B marketing and digital strategies and plans to serve CTSI's needs (e.g. promoting membership, eLearning, partner initiatives, information campaigns and other products and services), while consistently delivering results and a positive ROI.

- **CONTENT:** You will commission, provide editorial direction and optimise a wide range of written and visual content across CTSI and affiliated platforms (digital and print).

- **CTSI BRAND:** You will work with internal stakeholders to establish the brand guidelines – and ensure consistency wherever they are employed.

- **REPORTING:** You will be responsible for monitoring performance across the department and providing regular reports and KPIs to senior management. For this, you will need a good working knowledge of Google Analytics (or similar reporting tools) and the ability to interpret data and use it to direct activity and optimise results.

- **MANAGEMENT:** You will manage, monitor and mentor the digital production team. Encouraging them – through guidance and good practice – to deliver results, on time and to plan. In addition, you will appoint, manage, and review any external suppliers and their output. As CTSI's marketing and digital expert, you will be expected to engage, persuade and influence both internal and external stakeholders, using a variety of methods, including meetings, presentations, corporate events and networking.

Person

specification

Skills & Knowledge

- Excellent knowledge across the various marketing and digital channels, techniques and strategies – in particular, Website Optimisation, Paid and Organic Search, Social Media and Email Marketing/eCRM (i.e. Newsletters and Member/Stakeholder Communications).
- Excellent copywriting and editorial skills – with impeccable attention to detail and a good eye for design.
- Excellent organisational skills, adept at managing multiple people and projects simultaneously.
- Data literate, with a keen ability to interpret analytics and scope out relevant KPIs.
- Ability to disseminate messages to the right audiences through the best distribution channels is critical
- Collaborative working style with all constituent groups, including staff, board, CTSI members/council, key stakeholders and clients
- Experience of engaging, persuading and influencing staff and stakeholders (from junior to board level), using a variety of methods, including meetings, presentations, corporate events and networking.
- Good knowledge of brand guardianship and of managing brand extensions across internal, external and affiliated organisation's.
- Technical literacy, with an awareness for technological innovation and advancements that might benefit both the department and organisation.
- Good knowledge of relevant legal, reputational and web standards compliance issues.

Personal Attributes:

- An optimistic and flexible 'can-do' attitude to problem solving – who responds well to deadlines, priorities and changing briefs.
- Collaborative approach and strong team player.
- A positive, persuasive and engaging team-player, with excellent interpersonal skills and the ability to listen to others.
- A friendly, customer-focused approach to tasks, projects and people, with the ability to interpret complex concepts for any audience.
- Strong organisational skills – with the ability to make order out of chaos.

Desirable:

- Experience working with a membership organisation

Terms and Conditions

The following summary is provided for information.

Contract

Full-time 37 hours per week, 6 month FTC role

Accountability

Accountable for the Marketing Team, and Production Team.
Accountable to the Policy and External Affairs Director.

Remuneration

£55,000 per annum. Salary is paid at monthly intervals on or around the fifteenth day of each month.

Location

Flexible – Basildon/London/Hybrid. The principal place of work is the registered office of the Institute, which is 1 Sylvan Court, Sylvan Way, Southfields Business Park, Basildon, SS15 6TH. We also have a small office near Cannon Street in London. Staff are currently working 2 days per week in the office and 3 days at home.

Appointment

This is a 6-month fixed term appointment subject to six months' probation.

Leave entitlement

25 days plus 8 public holidays. In addition, all staff are entitled to two extra statutory days normally taken over the Christmas/New Year period.

Pension

All employees are enrolled into the company's pension scheme into which CTSI will make a matched contribution of up to 4.5%.

References

References will be obtained for the successful applicant before a formal offer of appointment is made.

Eligibility to Work in the UK

We have a legal responsibility to ensure that all our employees have the legal right to live and work in the UK. As part of the application process, you will need to confirm that you are eligible to work in the UK and proof of this will be required when a formal offer is made.

How to apply

Application: To apply for this position, please download and complete an application form from our website. You may attach a CV to cover the employment history and education and qualifications sections.

Monitoring: As an inclusive employer the Chartered Trading Standards Institute actively encourages applications from people of all backgrounds and cultures. CTSI is committed to ensuring equality of opportunity in its recruitment and employment practices. Your completion of the **Equality & Diversity Monitoring Form**, available on the CTSI website with the application form, will assist with this, but it is not mandatory. Any information you provide will be treated in strictest confidence, is anonymous and does not form part of your application.

Recruitment process: As part of its commitment to ensuring equality of opportunity CTSI uses blind/anonymous recruitment processes. All names and identifying factors (including age, gender, race, photo and any other personally distinguishing information) are removed from applications before shortlisting.

Interview arrangements: Interviews will either take place in person or via Teams. We would also be grateful if you could let us know if you will require any special provision because of any disability should you be called for interview. Finally, please ensure that you have included mobile, work and home telephone numbers, as well as any dates when you will not be available or might have difficulty with the indicative timetable.

Completed application: Your application form, CV and Equality & Diversity Monitoring form should be sent by email to hr@tsi.org.uk. You will receive an acknowledgement of receipt, if you have not received this within 3 working days of submission, please contact Abbie Hunter on 01268 582220.

Timetable

Closing date:	Noon Monday 13 November 2023
Interviews:	As soon as possible

Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please contact Abbie Hunter, HR and EDI Manager, via email abbieh@tsi.org.uk.

Data protection

Information given in your application will be controlled under data protection legislation and will be used for the purposes of recruitment for this role only. Should your application be successful this information will subsequently be retained as part of your personnel and payroll records. All application and recruitment information for unsuccessful applicants will be retained for a period of four months after the closing date and will thereafter be destroyed.



Chartered Trading
Standards Institute



Chartered Trading Standards Institute

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