



September
2026

Marketing Executive

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 145
years

Welcome letter

September 2026

Thank you for your interest in working with us at Chartered Trading Standards Institute. I am delighted that you are considering pursuing an application and hope this information pack will encourage you to apply.

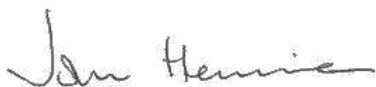
We are an ambitious professional body with a proud history of protecting consumers stretching back 145 years. Our mission is simple, to protect consumers and to create a level playing field for businesses.

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

A photograph of four diverse individuals (two men and two women) standing on a grassy field. They are all smiling and holding up large, colorful speech bubbles. From left to right: a man in a blue checkered shirt holds a blue bubble; a woman in a striped shirt holds a pink bubble; a woman in a white shirt holds a teal bubble; and a man in a brown shirt holds an orange bubble. The background shows a clear sky and some distant buildings.

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 are CTSI

Collaborative

Trusted

Supportive

Innovative and **I**nclusive

The CTSI Strategic Delivery Plan goals to 2029 are

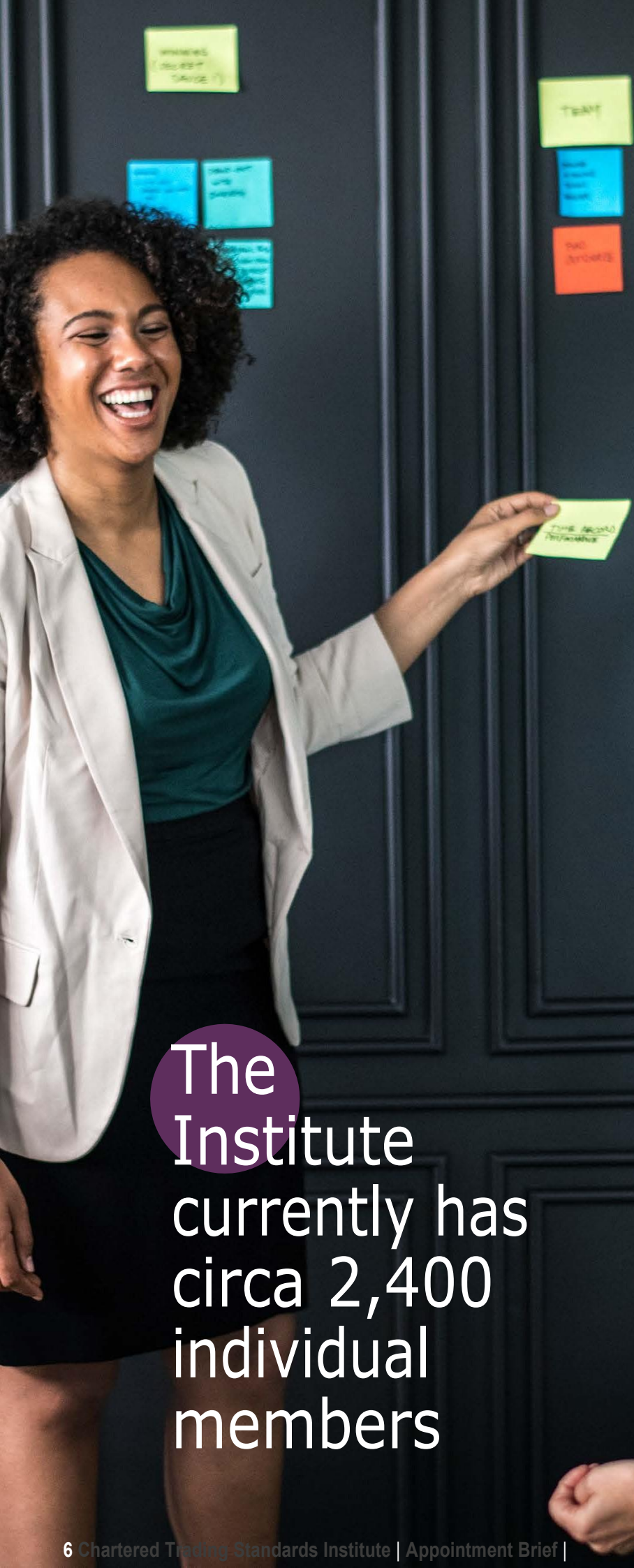
- Providing a gateway to the profession and growing our membership
- Building our networks to influence the consumer protection landscape and consumer policy
- Helping businesses to succeed

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. In 2025 our Service Delivery Directorate achieved ISO9001 certification.

**BUSINESS
IN THE
COMMUNITY**



The
Institute
currently has
circa 2,400
individual
members

itsa Ltd

Our principal commercial arm, itsa Ltd, is a wholly-owned subsidiary of the Chartered 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 50 employees, full-time and part-time across four Directorates.

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

Membership

The Institute currently has circa 2,400 individual members, both in the public and private sector as well as 40 corporate affiliate members. The Journal of Trading Standards 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.

Learning and Development

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](#).

Events, Marketing and Digital Content

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. Details about our range of events can be found [here](#).

The team also looks after the marketing of products and services across the whole Institute as well as the content for these.

Education and qualifications

CTSI delivers the leading education, career development and professional qualifications for trading standards, consumer protection and regulatory activities. The CTSI Qualification Framework consists of three levels. CTSI also provides a number of subject-based competencies. 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. We also provide services for the Consumer Code for Home Builders providing advice to purchasers of new homes. 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](#).



Approved Code Scheme

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

Governance

The team provides support to the executive directors, the Board, CTSI Council, branches/sections and wider governance structure of the Institute. 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 Approved Code Scheme Board, Local Authority Registration and Coroner Services Association, and administers training for central government and business training contracts.

Membership

The team is responsible for attracting, supporting, and retaining members by managing enrollment, engagement, and communications to ensure a positive and valuable member experience.

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, and Trade (DBT) 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 four times a year. There are three sub committees of Council – Ethics & Standards Committee, Policy Committee and Race & Equality Committee. The Council is the Awarding Body for the qualifications and appoints a panel of members and experts, the Qualifications Panel (QP), 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, Civil Service Forum 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.

Trading Standards Fellows' Charity

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.



Marketing Executive

Summary

This role will have responsibility for developing, implementing, and monitoring marketing campaigns to support the successful delivery of a Government-funded national training programme. You will focus on planning and executing effective, insight-led campaigns to raise awareness of the programme and drive engagement and bookings among Trading Standards professionals and relevant regulatory partners; selecting the right channels for maximum impact; crafting persuasive copy; and continuously measuring and optimising activity against agreed programme objectives.

Responsibilities and duties:

- Develop marketing campaigns to support awareness, engagement and uptake of the Government-funded training programme, working closely with the wider project team and relevant stakeholders.
- Use market insight and previous campaign performance to select the most effective channels, producing targeted and persuasive copy that maximises engagement and training registrations.
- Produce high-quality, audience-focused content to keep relevant areas of the CTSI website, email communications and social media channels up to date.
- Lead on the production of marketing materials to promote the programme, individual training opportunities and associated resources.
- Undertake audience insight work and relevant research to support positioning and marketing campaigns.
- Develop and implement multi-channel marketing and digital campaigns designed to raise awareness and drive participation across the programme, targeting Trading Standards officers, managers and relevant partner agencies as appropriate.
- Utilise key digital marketing channels effectively, including PPC/Google Ads, SEO, Social Media, Online Advertising and Email/CRM where appropriate to the programme and its target audiences.
- Provide regular reporting on programme marketing activity and campaign performance using KPIs, measurement and reporting tools, contributing to project reporting and evaluation where required.
- Work collaboratively with colleagues responsible for programme delivery, stakeholder engagement and digital content to ensure marketing activity is timely, accurate and aligned with programme objectives

This is not an exhaustive list. And you will be expected to be flexible in your approach to carrying out your duties - as these may change from time to time to reflect changes in the organisation's circumstances or market conditions.

Person

specification

Skills & Knowledge

Advanced

- Experience across the full marketing mix
- Excellent copywriting and editorial skills

Basic

- Good working knowledge across the various marketing and digital channels, techniques and strategies – in particular, Website Optimisation, Paid and Organic Search, Social Media and Email Marketing/CRM (i.e. Newsletters and Member/Stakeholder Communications).
- Excellent organisational skills, adept at managing multiple people and projects simultaneously.
- Ability to disseminate messages to the right audiences through the best distribution channels
- 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.

Personal Attributes

- An optimistic and flexible 'can-do' attitude to problem solving – who responds well to deadlines, priorities and changing briefs.
- 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
- Good organisational skills

Qualification

- Educated to degree level, or equivalent, and/or relevant professional experience.

Terms and Conditions

The following summary is provided for information.

Contract

Part-time 18.5 hours per week, fixed term contract for 12 months, with possibility of extension, within a flexi-time scheme. The hours are flexible and can be spread over 2.5 days or 5 days or another pattern to suit you.

Accountability

Accountable to Head of Marketing & Digital

Remuneration

£32,000 per annum FTE. (Pro rata £16,000 per annum). Salary is paid at monthly intervals on or around the fifteenth day of each month.

Location

Flexible – Basildon/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. The office in Basildon is open two days per week for staff who wish to work on site. CTSI also has a small office in London which can be used. There is an expectation that staff will attend head office at least once every two months for staff meetings as well as at other times as required by their team.

Appointment

This appointment is subject to six months' settling in period.

Leave entitlement

25 days plus 8 public holidays pro rata for part-time. 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 send your **CV** and a **covering letter** outlining your skills, knowledge, experience and achievements from any area of your life which demonstrates your ability to meet the criteria for this post as contained in the job description and person specification. Applications will not be considered without both of these documents. Please ensure you include your contact details. Applications should be sent via email to jacquig@tsi.org.uk. You will receive an acknowledgement within 5 working days, if you have not received this please call 01268 582202.

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 vacancies page of the website) 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 take place 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.

Timetable	
Role advertised	28 September 2026
Closing date:	15 October 2026 at noon
Interviews:	Tuesday 20 October 2026

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 Jacqui Guerreiro via email jacquig@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



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1 Sylvan Court, Sylvan Way,
Southfields Business Park
Basildon
SS15 6TH