October 2026

MARKETING INSTITUTE IRELAND



CANDIDATE BRIEFING DOCUMENT FOR THE POSITION OF **CHIEF EXECUTIVE OFFICER.**

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MARKETING INSTITUTE IRELAND

ORGANISATION OVERVIEW

Marketing Institute Ireland (MII) is the professional body for marketers in Ireland. We provide marketing professionals with a pathway to professional success through education, certification, networking and professional development.

Since 1962, we have supported marketing professionals in developing their capabilities, advancing professional standards and driving business success.

WHAT MARKETING INSTITUTE IRELAND DOES

Marketing Institute Ireland is the professional body representing marketing professionals in Ireland. Our mission is to provide marketers with a pathway to professional success.

To achieve this, we provide the knowledge, recognition, community and professional standards that help marketers excel in their careers. As a result, they can deliver greater impact for their organisations.

We support both individual marketers and organisations. Through our services, marketers can develop skills, build credibility and create opportunities for growth.

Whether you are beginning your marketing career, progressing into leadership or building capability across your organisation, MII provides the support you need to succeed. In addition, members gain access to valuable resources, learning opportunities and professional connections. Our goal is to help marketers achieve professional success.

This means success for the individual, success for the organisations they serve and, ultimately, success for the Irish economy.

HOW MARKETING INSTITUTE IRELAND SUPPORTS MARKETERS

At the heart of everything we do is our commitment to building a strong community of marketers. Marketing Institute Ireland connects professionals across industries, encouraging collaboration, knowledge sharing and the exchange of best practice to help marketers and organisations succeed.

MII offers a wide range of opportunities for marketers to learn, connect, develop and gain professional recognition, including:

National Marketing Conference – Ireland's premier marketing conference, bringing together internationally recognised experts and industry leaders to share insights, trends and practical strategies shaping the future of marketing.

Professional Services and Certification – Helping marketers develop expertise, benchmark skills and gain professional recognition through assessment, certification and capability development pathways.

Marketing Education Programmes – Developing and delivering educational programmes in partnership with TU Dublin, including postgraduate and Master's-level qualifications that support career progression and lifelong learning.

Training and Professional Development – Providing online and in-person training programmes focused on the skills marketers need today, including artificial intelligence, digital marketing, social media and emerging industry trends.

Lunch & Learn Sessions – Delivering practical insights from leading practitioners in concise, accessible sessions with learnings that can be applied immediately in the workplace.

Corporate Training Solutions – Offering bespoke, MII-accredited in-house training programmes tailored to the needs of member organisations and their teams.

MII AIM Awards – Managing Ireland's most prestigious marketing awards programme, recognising and celebrating excellence in marketing and the successful application of marketing to business challenges.

MARKETING INSTITUTE IRELAND



Chief Executive Officer

Location: Dublin / Hybrid

Reporting to: Chair and Board of Marketing Institute Ireland

Remuneration: Competitive executive package

LEAD THE NEXT CHAPTER OF IRELAND'S MARKETING PROFESSION

Marketing Institute Ireland (MII) is seeking an exceptional **Chief Executive Officer** to lead the organisation through its next phase of development and impact.

As the professional body for marketers in Ireland, MII has an important role in advancing the marketing profession, developing marketing talent and demonstrating the contribution that excellent marketing makes to organisations, the economy and wider society.

We are looking for an ambitious, commercially astute and highly credible leader who can build on MII's strong foundations while setting a compelling vision for its future.

THE OPPORTUNITY

Reporting to the Chair and Board, the CEO will have overall responsibility for the strategic leadership, commercial performance, reputation and day-to-day management of MII.

The successful candidate will be expected to:

- Develop and execute an ambitious strategy for the continued growth, relevance and impact of MII.
- Champion the marketing profession and strengthen recognition of marketing as a critical driver of organisational and economic performance.
- Grow and deepen MII's individual and corporate membership proposition.
- Ensure MII delivers outstanding value, experiences and professional development opportunities for its members.
- Develop sustainable and diversified revenues across membership, education, professional development, events, partnerships, sponsorship and other appropriate opportunities.
- Strengthen MII's education, continuous professional development and professional standards agenda.
- Build influential relationships with senior marketers, CEOs, business leaders, educational institutions, government, agencies and other key stakeholders.
- Maintain and develop flagship MII initiatives, events and awards while identifying opportunities for innovation.
- Act as a highly visible and credible external ambassador and spokesperson for MII and the marketing profession.
- Lead, motivate and develop the MII executive team, creating a high-performance, collaborative and member-focused culture.
- Work closely and effectively with the Chair and Board on strategy, governance, performance, risk and organisational development.

THE PERSON

We are interested in candidates who combine **leadership, commercial capability, strategic thinking and strong stakeholder skills**.

Candidates are likely to bring:

- Significant senior leadership experience in a relevant commercial, professional, membership, industry, education or not-for-profit environment.
- A strong understanding of marketing and its contribution to organisational growth and performance.
- Demonstrable commercial acumen and experience of growing revenues, partnerships, membership or customer propositions.
- A track record of developing strategy and translating it into measurable results.
- Excellent leadership and people-management capability.
- The credibility and communication skills to represent MII at the highest levels of business and public life.
- Strong relationship-building skills and an ability to bring together diverse stakeholders around a common agenda.
- An understanding of the opportunities and challenges facing today's marketing profession, including AI, technology, data, changing consumer behaviour, skills development and evolving business expectations.
- Sound financial, governance and organisational management capability.

A senior marketing background would be highly relevant, although applications are welcomed from outstanding leaders from adjacent sectors who can demonstrate a strong understanding of MII's purpose and the marketing profession.

WHY MII?

This is an opportunity to lead an organisation with a distinctive position at the heart of Ireland's marketing community.

The next CEO will have the opportunity to shape the future direction of MII, strengthen the value it provides to members and partners, raise the profile and influence of the marketing profession and help equip the next generation of marketing leaders for a rapidly changing world.

To Apply:

Marketing Institute Ireland has retained Lansdowne Executive Search Ltd to manage this recruitment process. Candidates will be sourced through both advertising and executive search processes.

For a confidential discussion please feel free to call Tom Keane on +353 87 741 3085

Candidates should submit a **CV and covering letter (MS Word format)** outlining their suitability for the position and their perspective on the opportunities for MII over the coming years.

Closing date: 5pm, Friday October 30th 2026.

Applications to: tom.keane@lansdownesearch.ie

Marketing Institute Ireland is committed to equality, diversity and inclusion and welcomes applications from suitably qualified candidates from all backgrounds.

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MARKETING INSTITUTE IRELAND

Advocacy for the Marketing Profession – Promoting the value of marketing and championing its contribution to business performance, innovation and economic growth across Ireland.

Diversity, Equity and Inclusion – Championing a marketing profession where everyone is recognised, respected and valued, and promoting the role of marketing in representing Ireland's diverse society.

OUR TEAM

We are made up of a small executive team of dedicated individuals with a lifetime of marketing experience. The executive team is responsible for membership, education, training, the MII AIM Awards, MII National Marketing Conference, MII Lunch & Learn events and many other services.

Chief Executive Officer
Finance and IT Manager
Head of Continuous Professional Development (CPD)
Assistant Marketing Manager
Financial Administrator
Manager, Individual Memberships
Creative Brand Lead
Marketing Technology Specialist
Professional Services Manager

OUR BOARD MEMBERS

The executive team reports to the Marketing Institute Ireland Board of Directors, led by our Chair Mr. Mark Nolan. The board set the strategy and meet up to five times per year as a group to review strategy, objectives, and performance.

Mark Nolan
Etain Kidney
Suzanne Quinn
Catherine FitzGibbon
Pat Mannion
Allen Kiernan
Fiona Curtin

OUR STRATEGY AND GOVERNANCE

Marketing Institute Ireland is a registered charity, and we are exclusively focused our members interests, developing and delivery events, education and training programmes that help to build their professional competence and commercial capability.

The financial year for MII runs from July 1st to June 30th and the Annual General Meeting of the charity is typically held in November each year where the audited accounts are presented, and a review of the organisation and activities are provided. Full members are invited to attend the AGM.

MII Cork is a volunteer committee dedicated to promoting marketing across the region. Reporting to the CEO, the committee connects Cork's marketing community through insights, collaboration, and professional development – helping marketers learn, grow, and succeed together.



THE ROLE

Post Title:	**Chief Executive Officer**
Status:	5 year term renewable
Location:	Dublin / Hybrid
Remuneration:	Competitive executive package
Reports to:	Chair and Board of Marketing Institute Ireland

ROLE PURPOSE

The Chief Executive Officer is responsible for the strategic leadership, sustainable development and effective operation of Marketing Institute Ireland.

Working with the Chair and Board, the CEO will define and execute MII's strategy, ensuring that the organisation remains relevant, influential and financially sustainable while delivering demonstrable value to its members and the wider marketing profession.

The CEO will be the principal ambassador for MII and will play an important leadership role in promoting the value, standards and contribution of professional marketing in Ireland.

KEY AREAS OF RESPONSIBILITY

1. STRATEGY AND ORGANISATIONAL LEADERSHIP

- Work with the Board to develop MII's long-term vision, strategy and priorities.
- Translate strategy into clear annual objectives, operating plans, budgets and measurable KPIs.
- Identify emerging opportunities and challenges affecting MII, its members and the marketing profession.
- Ensure the organisation remains innovative, relevant and responsive to changing member and market needs.
- Provide the Board with clear, timely and insightful information on organisational performance.

2. MEMBERSHIP AND MEMBER VALUE

- Put members at the centre of MII's strategy and operations.
- Drive sustainable growth in individual and corporate membership.
- Develop a compelling and differentiated membership proposition for marketers at different career stages.
- Improve member engagement, retention, satisfaction and participation.
- Ensure MII understands and responds to the changing professional needs of Ireland's marketing community.

3. COMMERCIAL AND FINANCIAL PERFORMANCE

- Take executive responsibility for MII's financial sustainability and performance.
- Develop and deliver sustainable revenue growth.
- Optimise existing income streams while identifying appropriate new commercial opportunities.
- Develop strategic partnerships and sponsorship relationships.
- Maintain strong financial planning, budgeting, forecasting and cost control.
- Ensure resources are deployed effectively against strategic priorities.

4. EDUCATION, PROFESSIONAL DEVELOPMENT AND STANDARDS

- Strengthen MII's role in lifelong professional development for marketers.
- Ensure MII's education and CPD portfolio remains relevant to changing employer and professional requirements.
- Build relationships with educational institutions and industry partners.
- Develop MII's role in professional standards, competencies, accreditation and recognition.
- Ensure MII helps members respond to developments including AI, digital transformation, data and analytics, sustainability and changing customer behaviour.

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5. PROFILE, INFLUENCE AND THOUGHT LEADERSHIP

- Serve as a compelling ambassador for MII and the marketing profession.
- Build MII's influence with business leaders, government, academia, media and other professional bodies.
- Promote greater understanding of marketing's contribution to organisational performance and economic development.
- Develop an authoritative programme of research, insight and thought leadership.
- Represent MII effectively in media, conferences and other public forums.
- Build appropriate national and international relationships that enhance MII's standing.

6. EVENTS, AWARDS AND COMMUNITY

- Ensure MII's major events, conferences and awards reinforce its strategic objectives and reputation.
- Continue to develop the MII AIM Awards as a showcase for marketing effectiveness and professional excellence.
- Create opportunities for members to learn, network, collaborate and share best practice.
- Develop new formats and channels for engaging Ireland's marketing community.

7. PEOPLE AND CULTURE

- Provide inspiring and effective leadership to the MII executive team.
- Attract, retain and develop high-quality people.
- Establish clear accountability, objectives and performance expectations.
- Foster an inclusive, collaborative, agile and high-performance culture.
- Ensure the organisation has the capabilities required to deliver its future strategy.

8. GOVERNANCE AND RISK

- Maintain an effective relationship with the Chair and Board.
- Ensure high standards of governance, transparency and accountability.
- Maintain appropriate financial, operational, reputational and regulatory controls.
- Ensure compliance with MII's legal and regulatory obligations.
- Identify and manage significant organisational risks.

CANDIDATE PROFILE

(Psychometric Testing will be used for a select group of candidates at final stage)

ESSENTIAL EXPERIENCE

Candidates should demonstrate:

- Substantial senior executive or leadership experience with meaningful organisational, commercial and people responsibility.
- Experience developing and implementing organisational or business strategy.
- Strong commercial and financial acumen, including responsibility for budgets and financial performance.
- Evidence of successfully developing propositions, revenues, membership, customers or partnerships.
- Experience leading and developing teams.
- Significant stakeholder-management experience at senior level.
- A strong understanding of marketing and its role in driving business and organisational performance.
- Experience representing an organisation externally and communicating with senior audiences.

DESIRABLE EXPERIENCE

The following would be advantageous:

- Senior leadership experience within marketing or a marketing-led organisation.
- Experience within a professional membership body, industry association or similar organisation.
- Experience in education, executive development, accreditation or professional standards.
- Experience working with Boards and within strong governance frameworks.
- Experience developing sponsorship and strategic partnerships.

- Exposure to public policy, government or industry advocacy.
- Experience leading organisational or digital transformation.

LEADERSHIP ATTRIBUTES

The successful CEO will demonstrate:

Strategic leadership, be able to see the bigger picture, establish a compelling direction and turn ambition into execution.

Progressive and forward-looking, anticipates emerging developments and opportunities and ensures MII remains ahead of change, both within the marketing profession and as a membership organisation.

Commercial orientation, understands how to create value and build a financially sustainable organisation without losing sight of MII's purpose.

Marketing credibility understands contemporary marketing and can engage credibly with Ireland's senior marketing and business community.

Influence and presence, an excellent communicator who can represent MII confidently with CEOs, CMOs, government, academia, media and other stakeholders.

Member orientation, instinctively focused on understanding and delivering value for members.

Entrepreneurial mindset, curious, externally focused and willing to identify and pursue new opportunities.

Collaborative leadership, capable of building effective relationships with the Board, team, members and external partners.

Delivery focus, combines strategic thinking with the discipline and energy required to achieve measurable results.

Integrity, demonstrates sound judgement, transparency and a strong commitment to good governance.

MEASURES OF SUCCESS

The Board will agree specific annual objectives and measures of success with the CEO, alongside clear longer-term outcomes that MII should achieve or progress towards over a three-to-five-year period. The CEO will work with the Board to co-design these measures, which will be reviewed annually to provide a clear, fair and disciplined framework for assessing performance and progress.

Measures are expected to include:

- Growth and retention of individual and corporate members.
- Member engagement and satisfaction.
- Revenue growth and diversification.
- Financial sustainability and performance against budget.
- Growth and quality of education and professional development participation.
- Strength and commercial performance of events, awards and partnerships.
- MII's profile, influence and stakeholder engagement.
- Progress in professional standards and recognition.
- Team engagement and organisational capability.
- Delivery of agreed strategic priorities.

REPORTING AND RELATIONSHIPS

Reports to: Chair and Board of Marketing Institute Ireland

Direct reports: MII Executive Leadership / Management Team

Key relationships: MII members; corporate partners; CMOs and senior marketing leaders; business leaders; education partners; sponsors; government and public bodies; professional and industry organisations; media; and relevant international marketing organisations.

FIRST 12–18-MONTH PRIORITIES

The incoming CEO would be expected to work with the Board and team to:

1. Review and sharpen MII's strategy and establish a clear set of priorities and performance measures.
2. Develop an ambitious plan for individual and corporate membership growth, engagement and retention.
3. Review MII's commercial model and identify opportunities for sustainable revenue growth and diversification.
4. Strngthen MII's professional development, competency and career proposition.

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5. Develop MII's position on the implications of AI and technology for the marketing profession.
6. Increase MII's profile and influence with the wider Irish business community.
7. Review the portfolio of events, awards, education and member services to ensure each contributes clearly to member value and MII's strategic objectives.
8. Assess organisational capabilities, structure and resources against the future strategy.
9. Build a clear stakeholder-engagement programme spanning members, corporate Ireland, academia, government and other relevant bodies.
10. Establish a transparent CEO/Board scorecard to measure progress and impact.



APPLICATION PROCEDURE

Application Closing Date: **Friday 30th October 2026.**

To pursue your interest please email a comprehensive Curriculum Vitae and supporting letter to:

Tom Keane, Partner

Lansdowne Executive Search Limited,

Email: tom.keane@lansdownesearch.ie

Or for a confidential discussion please call Tom on +353 87 741 3085.

PLEASE NOTE:

- Candidates must submit **ONE document in WORD format** containing CV and Application Letter together.
- The document must be TYPED. Handwritten forms will not be accepted.
- Please read the job specification **(Pages 5-8 of this Briefing Document)** which provides relevant information about the requirements of this post.
- MII is an equal opportunities employer. Recruitment to posts within MII is on the basis of merit as assessed during the recruitment process.
- Please note that omission of any or part of the requested application documentation or incorrect formatting, as set out below, will render the application incomplete.
- **Late or incomplete applications will not be considered.**

An acknowledgement email will be issued for all applications received. If you do not receive acknowledgement of your application within two working days of submission, please contact tom.keane@lansdownesearch.ie to ensure your application has been received.

INTERVIEWS

Candidates should make themselves available on the date(s) specified by MII and should make sure that the contact details specified on their application documents are correct.

RECRUITMENT PROCESS TIMETABLE

Application Closing Date	Friday 30th October 2026
Screening Meetings Commence (Lansdowne)	Mid-November 2026
Qualified candidates presented for short listing	Late November 2026
First Stage Interviews (MII)	December 2026
Final Stage Interviews (MII)	December 2026

For more information about Marketing Institute Ireland, please see www.mii.ie

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