

## Laura Green

*Digital Marketing Manager for the Royal Society of Chemistry*

An organisation that has existed for over 170 years clearly knows how to evolve with the times. The Royal Society of Chemistry (RSC) today recognises the importance of digital communications as a visit to its website [www.rsc.org](http://www.rsc.org) will readily demonstrate. Responsible for this aspect of the RSC's public face is Laura Green who, as a Digital Marketing Manager, has a varied role that includes rolling out best practice for Google Analytics and social media.

She currently specialises in web usability testing and manages the internal testing programme for the RSC, making recommendations to optimise the customer experience as well as training her colleagues on running their own usability test programmes.



Another part of Laura's role is ensuring that internal communications demonstrate how marketing adds value to the organisation. When she chose marketing as a career, she knew she wanted to work in business, but wanted to be able to use her creativity. Actually, as she'll admit, she also saw marketing as being the fun part of an organisation.

Laura adds: "What motivated me most about marketing has changed through my career - initially it was about doing creative campaigns and beating previous campaign results; today it is about championing the customer internally to ensure that as far as possible, decisions are made in the interests of the customer."

An alumna of Cambridge Marketing College, when Laura started her studies she was a Marketing Account Executive for 20<sup>th</sup> Century Fox *in situ* at Play.com. She wanted to strengthen her career progression opportunities and ultimately to move into a management position in marketing. So she elected to aim for the highest qualification offered by CIM: the Chartered Post-Graduate Diploma.

Even before finishing the course, Laura began to think differently in her day to day job, and was promoted to Product Marketing Manager and then On-Site Marketing Manager at Play.com. The move to the RSC happened later, and she believes the CIM qualification regularly helps in this role.

"Gaining my Diploma, and then Chartered Marketer status gave me more confidence in my abilities as a marketer to operate at a higher level, and to be able to hold my own in meetings with a senior management team", says Laura.

Laura's belief in the importance of self-development is still strong and she uses Continuing Professional Development (CPD) to keep up to date with developments in marketing, and to share them with her team at the RSC.