

Appointment Brief



Be the Business

Marketing Manager

Be The Business

Productivity is vital. Yet the UK's productivity trajectory is flat – so now it's time for action.

Productivity drives growth as well as increasing social prosperity and improving living standards, but Britain has never fully recovered from the global crisis and recession that followed. Now the turbulence following the vote to leave the EU risks even more economic uncertainty. If productivity growth was important before the Brexit vote, it is crucial now.

Be the Business is a newly launched private sector led organisation aiming to inform, educate and collaborate with businesses across the UK to improve their productivity.

Be the Business:

- Is the catalyst for transforming British business culture;
- Aims to help achieve long-lasting performance improvements in companies of all sizes, across all sectors;
- Provides training, tipping and tools, including an invaluable benchmarking survey, and a focal point for businesses;
- Aims to increase the number of well-run UK businesses.

This is a business-led movement that operates across the UK which is focused on sharing practical solutions. This requires thousands of businesses to join the movement to create a better Britain. With your help, the movement will grow fast.

By encouraging more businesses of all sizes and sectors to understand their current performance and actively seek out ways to improve, good businesses can become great ones, with the substantial rewards that brings. If we can raise the achievements of all businesses even just a little then this will improve the UK economy and living standards across the UK.

Based in Amazon's London offices, the organisation is already sponsored by some of the UK's most senior business leaders from companies including Amazon, Rolls-Royce, John Lewis Partnership, BT and global strategy firm McKinsey (known as the Productivity Leadership Group).

Marketing Manager

This multi skilled Marketing Manager role will play a central role in the development and delivery of the Be The Business strategic plan through developing and marketing the organisations key propositions, products and services. Reporting to the Marketing/Campaign Director, the role will be responsible for the development and execution of the strategic marketing plan. This will specifically involve developing online and offline campaigns, direct marketing, events, collateral production, copywriting, newsletters and management of marketing output direct to customers/members and through partners.

This is a very autonomous role in a fast-paced, high growth environment with the opportunity to really see the tangible impact of your work. The Marketing Manager will play a leading role in developing and delivering the marketing strategy to support the organisation's outreach and impact. It's a crucial appointment which provides an opportunity to work with a high profile and high calibre team in a very progressive people led culture. Key Responsibilities will include;

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- Drive and execute the marketing strategy across all propositions, products and services.
- Drive brand awareness and customer acquisition and retention through targeted offline and online marketing, managing end-to end campaigns including planning, coordinating, targeting, reporting and optimization
- Create go-to-market communications launch strategies alongside key stakeholders to effectively roll out key proposition and product launches
- Manage and own the creative production of all marketing collateral/output, including writing engaging and effective copy, managing newsletters and all other customer and brand communication.
- Manage creative pro via both in-house team and external agencies duction
- Build and nurture relationships with relevant agency partners and other external stakeholders.
- Working closely with the Communications team and Digital Marketing Manager, deliver an integrated PR and digital communication strategy.
- Working closely with the Research and Insights team, the Communications team and Web Content Editor, help ensure the campaign content is consistent with all Be the Business content and relevant to all various stakeholders and audiences.
- Participate collaboratively and productively as a member of the marketing team to support the Marketing Director and peers to work together as a unit driving a shared vision.
- Deputise when required for the Marketing Director and forge strong collaborative working relationships with other teams to support the delivery of the wider strategic objectives of Be the Business
- Involvement in a range of other ad hoc commercial/marketing led projects as and when required.
- Contribute to an inclusive, productive and positive organisational culture within the team and wider business.
- Always represent Be the Business in an on-brand manner with credibility, professionalism.

Skills & Experience

Ideal candidates will have a broad multi skilled marketing management background within a business to business or business to consumer environment. They will have a broad set of offline and online marketing skills and experience, with a strong focus on ROI and strengths in campaign management, project management, proposition development and agency management.

- Broad multiskilled marketing background
- Engaging self-starter, autonomous, highly motivated, positive and driven to succeed
- Excellent communication, interpersonal and writing skills
- Excellent organisational and time management skills with the ability to multitask
- The ability to cope with pressure
- Creativity, imagination and initiative
- Business awareness and a good knowledge of current affairs