



## Role Specification Marketing Manager

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### About Be the Business

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.

Having been asked by the Chancellor in 2015 to dig deeper into Britain's productivity problem, Sir Charlie Mayfield, Chairman of the John Lewis Partnership, brought together some of the brightest minds in UK plc to approach the problem in a different way. The result was a report entitled "[How Good Is Your Business Really](#)" that called for a business-led response to the UK's productivity challenge and identified improving SME management and leadership capability as the key to change.

Led by Sir Charlie and Chief Executive Tony Danker, Be the Business (BtB) was launched in November 2017 with funding and support from the UK government and some of Britain's leading companies. We work with the entire business community to share what works for today's best businesses with every company that wants to learn and improve.

More details about Be the Business can be found on our website: <https://www.bethebusiness.com>

### The role purpose: to provide marketing support partnership and programme team

- The Partnership team actively seeks to engage large corporations and acquire sponsorship or participation of BtB's agenda.
- The Programme team actively engages Small and Medium sized Enterprises (SMEs) and encourages them to participate in BtB's business capability programmes (such as Mentoring for Growth, Productivity through People, Improvement Networks, online tools such as benchmarking)

The Marketing Manager will work with Internal and external stakeholders to understand their needs and objectives, develop marketing programmes to build awareness and engagement with BtB, drive participation in each programme and supporting strategic partnerships.

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 programmes, partners and broader campaign work. Reporting to the Marketing Director, the role will be responsible for the development and execution of strategic marketing plan for a portfolio of programme, engagement and partnership work . This will specifically involve developing online and offline campaigns, direct marketing, events, collateral production, copywriting, newsletters and management of marketing output direct to SME leaders 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 engagement of customers and the acquisition of those customers onto specific programmes and activities.

## **Key Responsibilities**

- Drive and execute the marketing strategy across a portfolio of activities including engagement, programme marketing, partnership support
- 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 and grow the scale and impact of key programmes and activities
- Manage and own the creative production of marketing collateral/output, including writing engaging and effective copy, managing newsletters and all other customer and brand communication as relevant
- Manage creative output, predominantly through the engagement and management of external agencies
- Working closely with the Communications team and other members of the Marketing team, deliver against an integrated strategy
- Working closely with the Research and Insights team, the Communications team and Web Content Editor, help ensure marketing output and collateral 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
- Involvement in a range of other ad hoc commercial / marketing projects as and when required

## **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.

- Understanding of B2B and B2B2C marketing
- Broad multi-skilled marketing background
- Experience of SME marketing
- Expert in digital marketing (especially social and search)
- Expert in experiential marketing (programme management, operations and production)
- Able to work closely with a network of internal stakeholders (both directly and remotely) to understand their business objectives, needs and develop marketing campaigns and materials that help meet their goals
- Able to engage with external stakeholders (SME participants and partner organisations) with a professional approach
- Proven track record of understanding and operating within existing brand guidelines
- Creativity and strategic thinking
- Strong attention to detail and ability to deliver independent pieces of work

## **Education / qualifications**

- Degree level or equivalent

## **Contract nature**

- This is a full-time fixed term contract position for up to 12 months
- Location: Central London
- Salary: Competitive
- Other benefits: 6 weeks' holiday & company contributions of 10% into the BtB pension scheme (subject to employee contributions of 5%)