

Marketing Manager – Full-Time FTC Up to 12 Months

About *Be the Business*

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.

Role Purpose

To provide marketing support to the partnership and programme teams.

- 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 and online tools such as benchmarking).

What You Will Do

Reporting to the Marketing Director, the role will be responsible for the development and execution of marketing activities that build awareness and engagement with *Be the Business*, drive participation in each programme and support strategic partnerships. This will specifically involve engaging with internal and external stakeholders, understanding their needs and developing above and below the line campaigns (including direct marketing, events, collateral production, search and social).

What We're Looking For

You will have a broad multi-skilled marketing management background within a business to business or business to consumer environment. Broad BTL and ATL marketing experience, with a strong focus on ROI. Strengths in campaign management, project management, events and agency management.

Specifically:

- Understand B2B and B2B2C marketing, ideally targeting SME audience.
- Broad multi-skilled marketing background (incl BTL as well as ATL).
- Expert in experiential marketing (programme management, operations and production).
- Expert in digital marketing (especially social and search).
- Able to work closely with a network of internal and external stakeholders (both directly and remotely) to understand their business objectives, needs and develop marketing campaigns and materials that help meet their goals.
- Proven track record of understanding and operating within existing brand guidelines.
- Strong attention to detail and ability to deliver independent pieces of work.
- Astute and pragmatic – with a 'can-do' attitude.
- Degree level or equivalent.

What We Offer You

- A rewarding job with the opportunity to have your voice heard and really make a difference.
- We're a mission-driven, entrepreneurial team, and we thrive on leading and driving projects that will positively impact UK businesses and the economy.
- Competitive salary and benefits.

Sound interesting? We thought so. So, what are you waiting for?

If you're interested in joining our team at *Be the Business*, please send your details to:
careers@bethebusiness.com

We are looking forward to hearing from you!