

## Head of Marketing

### 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 develop and implement an integrated marketing strategy that supports the partnership and programme teams in a manner that represents and upholds the brand values. This has direct accountability for driving the strategic marketing plan that will raise brand awareness and build brand equity for *Be the Business*.

- 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 Head of Marketing will play a key part in the development and delivery of the strategic plan through developing and marketing the organisations' key programmes, partners and broader campaign work. This will involve managing a team to deliver online and offline campaigns, direct marketing, events, collateral production, copywriting, newsletters and management of marketing output direct to SME leaders and through partners.

### What You Will Do

- 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 optimisation.
- Lead, manage and inspire the Marketing team to deliver against agreed objectives.
- Create go-to-market communications and launch strategies alongside key stakeholders to effectively roll out and grow the scale and impact of key programmes and activities.
- Manage creative output, predominantly through the engagement and management of external agencies.

### What We're Looking For

Previous experience leading and managing a marketing team within a business to business or business to consumer environment. Someone with a strategic vision and the ability to clearly articulate and deliver on the strategy to ensure successful and timely outcomes for the business. Experience in managing, mentoring and driving a marketing team to success within a fast paced environment

- Exceptional experience in strategy and project execution including budget management, ideally within B2B and B2C environments.
- Depth of experience across experiential and digital campaign management including CRM is essential.
- 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.
- Experience managing external stakeholders (SME participants and partner organisations) with a professional approach.

### Education / qualifications

- 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](mailto:careers@bethebusiness.com)

We are looking forward to hearing from you!