



**JOB DESCRIPTION FOR HEAD OF MARKETING & BRAND**  
**JANUARY 2025**

A list of job duties associated with your job title is set out below. This job description is non-contractual, and the Company reserves the right to amend, withdraw or depart from its provisions at its discretion. Subject to the Company’s business requirements you may be required from time to time to undertake other work within your capacity and the Company reserves the right to amend the job title and/or job description from time to time, on a temporary or permanent basis, to reflect your own development or the Company’s business needs.

Job title	<b>Head of Marketing and Brand</b>
Band	Band 6
Team	Commercial Team
Purpose of role	To drive commercial growth and enhance brand equity by developing and executing the annual marketing plans. The role combines strategic planning with hands-on execution to align marketing efforts with business goals.
Reports to	Commercial Director
Manages	Marketing Manager
Main duties	<p>Strategic planning:</p> <ul style="list-style-type: none"> <li>› Collaborate with the Commercial Director to develop and present an annual marketing and brand strategy that transforms business objectives into a clear, actionable and impactful plan.</li> <li>› Deliver annual brand tracking and diagnostic research to measure brand health and drive marketing objectives for the next cycle.</li> </ul> <p>Stakeholder engagement:</p> <ul style="list-style-type: none"> <li>› Communicate the marketing and brand plan to key stakeholders and ensure buy-in from all departments.</li> </ul> <p>Budget Management:</p> <ul style="list-style-type: none"> <li>› Propose and manage the marketing budget.</li> </ul> <p>Execution and oversight:</p> <ul style="list-style-type: none"> <li>› Oversee the execution of marketing tactics that deliver on objectives, including both long-term brand building and short-term sales activation.</li> <li>› Ensure brand codes are always strong and consistent across all channels.</li> </ul>

	<p>Business development support:</p> <ul style="list-style-type: none"> <li>› Collaborate with the business development team with targeting and product positioning that drives sales conversion.</li> </ul> <p>Performance reporting:</p> <ul style="list-style-type: none"> <li>› Define, monitor, and report on marketing performance metrics and KPIs.</li> </ul> <p>Team Leadership:</p> <ul style="list-style-type: none"> <li>› Lead and support the Marketing Manager, fostering collaboration, innovation, and accountability to achieve marketing goals.</li> </ul>
Key skills and attributes	<ul style="list-style-type: none"> <li>› Excellent relationship building skills internal and external stakeholders</li> <li>› Solid commercial awareness and desire to deliver results</li> <li>› Analytical mindset with strong attention to detail</li> <li>› Strategic thinking and problem-solving abilities</li> <li>› Willingness to embrace new ideas and processes</li> <li>› Strong project management and people management</li> <li>› Proficient in data analysis and performance management</li> <li>› Broad experience across online and offline marketing channels</li> <li>› Excellent written and verbal skills with the ability to present at senior level and inspire a team</li> </ul>
Technical skills	<ul style="list-style-type: none"> <li>› Sound knowledge and experience of CRM and eMarketing platforms</li> <li>› Competency in using CMS systems, Google suite, Office 365, Adobe Suite and business intelligence tools (e.g., PowerBi)</li> </ul>
Qualifications	<ul style="list-style-type: none"> <li>› Minimum 3 years' experience in a marketing manager role</li> <li>› Professional marketing qualification (e.g. Degree, CIM, IDM or equivalent)</li> </ul>