



Job Profile: Head of Marketing

Line manager: You'll report directly to Managing Director and Senior Management Team

Direct reports: No direct reports to start with, but you'll be expected to lead cross-functional teams to drive marketing. Organisational expectation is ultimately that this role would build and manage a small team.

Position in business: This role is of strategic importance and critical to business success.

Location: Hybrid. Home and central London. Some national and international travel will be required.

About us

b2b is a specialist agency working with leading trade associations, professional bodies, NGO's and world renowned brands.

We are the commercial agency and consultancy of choice for membership organisations.

b2b is also the parent company of two other organisations

1. groundbreaking, innovative growing not-for-profit [Climate Action for Associations](#) (CAFA)
2. a boutique sports sponsorship sales agency [B2.Media Ltd.](#)

The next few years will see the execution of b2b's growth strategy to extend our reach, influence, revenue, and impact.

Your role

You'll be the key to connecting our customers (clients, partners, and stakeholders) to our purpose by designing and delivering end-to end marketing programmes that support customer acquisition, engagement and retention for b2b and CAFA. Initially your role will not include B2Media company activity.

Working closely with the senior management team to devise and implement plans, you'll oversee the day-to-day delivery of marketing activities for all b2b and CAFA products and services. You'll deliver efficient marketing programmes and plans that convert organisations of all sizes and from multiple sectors – you'll also lead on the development of high-quality marketing and sales assets.

Your role will be focused on the delivery of key KPIs for acquisition, retention, and engagement and you'll be integral in driving revenue. You'll achieve this through the delivery of marketing activities across a range of channels, audiences, and markets. Working closely with the senior management team you'll...



1. Lead on the development, execution and ownership of marketing programmes that deliver annual targets for new business acquisition, retention, and engagement.
2. Design and oversee the delivery of content and insight for customer-led marketing plans that focus on generating marketing qualified leads for the business.
3. Deliver, test, and track digital marketing programmes – includes the delivery of SEO, social and some paid media, email marketing, marketing automation and trigger-based marketing.
4. Oversee ‘always on’ activities for all customer groups and markets to increase our profile and broaden reach and influence.
5. Work with the senior management team and impact team to design and manage end-to end customer journeys (on and offline) that support conversion, upselling and cross selling.
6. Provide marketing and sales support to the sales team (includes inputting content into proposals, pitches, and presentations).
7. Manage campaign budgets - accurately plan spend by campaign, audience, market, and channel, and regularly report on progress, impact, and ROI.
8. Optimize marketing performance and ROI across all channels, audience groups and markets, with particular emphasis given to digital platforms and channels.
9. Regularly monitor and report on marketing performance, ensuring that corrective measures are applied as and when required.
10. Work with internal teams to deliver high-quality and highly effective marketing programmes and assets (includes, the copy writing of messaging).
11. Get involved, as required, with the delivery of aspects of b2b’s client work that includes a content marketing strategy or practical element to it.
12. Work with and manage external supplier/providers/agencies as required
13. Motivate the team to build an agile marketing approach that is future-fit – this will require contributing to b2b’s overall business planning, identifying efficiencies and ways to improve effectiveness, as well as defining and agreeing ways of working.

Measures of Success

The success of this role will be measured on customer growth (volume) and customer spend (value) and increasing our brand profile.

- Build our stakeholder community in size, scope and geography and deliver high levels of engagement. Measure = size, growth, levels of activity and engagement value.
- Work cross organisationally to deliver a high volume of qualified and quality leads to our business development and sales teams.

- Increase the number of active customers. Measure = number and growth of membership organisations who are consuming a product or service annually.
- Increase the sales volume and value from customers. Measure = growth in overall volume of sales in monetary terms and increased value for transactions year on year.
- Increase engagement from our customers. Measure = customer retention and repeat purchase.
- Reduce the costs of customer acquisition. Measure = reduced acquisition cost per customer year on year.

Knowledge, qualifications, and experience

This is a fantastic opportunity for an enterprising, marketing professional with minimum of 3 years' hands-on experience looking for more responsibility, greater involvement in business growth as their next career move.

Essential role requirements:

- Educated to degree level or equivalent experience in a senior marketing role
- A recognised marketing and/or journalism qualification, e.g. CIM, CIPR, IDM etc.
- Proven track record and background in copy writing for multiple customer groups and markets
- Proven track record of designing and delivering multi-channel B2B marketing programmes in professional services or a similar environment
- Strong background in managing and executing lead gen, nurture campaigns, content creation, content marketing sector-specific and channel marketing programmes
- Evidence of excellent hands-on marketing activation and delivery skills including data management, segmentation, automation, and digital marketing
- Results driven – strong business and financial acumen, including budget management and evidence of improving marketing performance and ROI
- Evidence of delivering marketing innovation successfully – includes a good understanding of the latest marketing techniques and practices
- Experience of working across sectors and geographies
- A team player with the ability to influence and manage senior stakeholders (internally and externally) and make sound operational decisions daily
- Excellent organisational, communication (including presentation) and management skills.

The following are desirable but not essential:

- Knowledge of and experience of working in the membership sector
- Experience of working in other countries and across sectors
- Understanding of the necessity of operating from a place of purpose and sustainably



Note: This job profile is aimed at describing the core output that should be achieved in this role. It is not intended to include specific tasks, temporary activities, or projects. This generic approach in writing overall purpose and accountabilities supports focus on key outputs and flexibility in a changing context. Specific results to deliver each year in your role based on your job profile are listed in your individual objectives.

The job holder is required to demonstrate appropriate levels of competence and behaviours against our values. Our values are - sustainable, innovative, collaborative, transparent, creative and bold.

Structure

FTE Annual Salary: £30,000 - £38,000 per annum based upon experience.

Plus, Annual Performance Related Bonus

Position in Business: This role is of strategic importance and critical to business success.

Candidates will be driven and committed to the purpose and growth goals of the business.

The right candidate will have the ambition to grow the role and our expectation is that the position will evolve into a SMT role.

Location: Hybrid. Home and central London. Some national and international travel will be required.

Apply Now

Interested in applying, please send your CV and a short email stating why you're a perfect fit for the role to info@b2bpartnerships.org

We are recruiting a number of roles at the same time so please reference: **Head of Marketing Application** within your email subject line.

Applications for this role will close midnight Sunday 15 January.

