



## Job Description and Person Specification

<b>Role</b>	Senior Marketing Lead
<b>Department</b>	External Affairs
<b>Contract</b>	Full time
<b>Hours</b>	35 hours per week
<b>Location</b>	Hybrid – 2 days per week in London
<b>Job Level</b>	Senior Lead – Level 3
<b>Reports to</b>	Head of Marketing & Communications

### Purpose of Role

We are looking for a passionate, strategic and results-driven Senior Marketing Manager to join our dynamic team. You will play a pivotal role in developing and implementing innovative marketing strategies that raise awareness of BITC's work and drive engagement with our members and wider business community.

### Main Responsibilities / Accountabilities

- Develop and execute comprehensive end to end marketing campaigns that align with BITC's goals and objectives adhering to timelines and expectations
- Lead and manage a team, setting goals, supporting and developing people to thrive including on-boarding, coaching and mentoring
- Conduct market research and needs analysis on BITC's key audiences testing overall ROI
- Oversee content creation for various platforms, ensuring high-quality and engaging content that resonates with our target audience
- Manage respective campaign budgets and timelines in line project plan
- Analyse campaign performance data and adjust strategies as needed to optimise results
- Identify and use innovative marketing trends and technologies to enhance BITC's reach and impact.
- Build and foster creative, positive and collaborative relationships within the marketing team and external stakeholders including members, partners, and media contacts
- Collaborate with key stakeholders internally and externally to design a cohesive marketing approach.

This job description reflects the current requirements of the role. As duties and responsibilities change and develop due to changes in organisational and other circumstances, so the actual duties and responsibilities will vary from the particulars of this job description. The job holder may be required to carry out other duties that are reasonably to be considered as within the scope and purpose of the job and the capability of the job holder.

## Experience

- At least 5 years of experience in a senior marketing role with the ability to manage multiple successful end to end projects simultaneously
  - Strong experience of managing relationships with strategic partners, sponsors, external agencies and vendors
  - Able to negotiate contracts to ensure cost-effective campaign execution
  - Demonstrated ability to lead and motivate a team or manage external resources effectively
  - Data-driven approach with a strong understanding of marketing analytics and reporting
  - Excellent communication, interpersonal, and presentation skills
  - A genuine passion for BITC's mission and the positive impact of responsible business practices
  - Ensure compliance with legal and regulatory requirements, including data privacy and advertising standards
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## Skills

- **Demonstrated ability to lead and manage a team**, setting goals, supporting and developing people, and driving the best performance from people as possible.
  - **A creative thinker**: with a passion for developing innovative campaigns and content.
  - **Content Marketing**: Developing engaging and informative content across various formats (written, visual, audio) for different channels.
  - **Campaign Management**: Overseeing all aspects of marketing campaigns, from concept development to launch and measurement.
  - **Brand Ambassador**: Safeguarding brand identity and ensuring consistent messaging across all marketing channels.
  - **Communication (written & verbal)**: The ability to clearly and concisely communicate marketing plans, strategies, and results to both technical and non-technical audiences.
  - **Exceptional writing and editing skills**, with an ability to adapt content to different styles and tones.
  - **Marketing Analytics & Reporting**: Tracking and analysing marketing data to measure campaign effectiveness, identify areas for improvement, and inform future strategies. An understanding of Google Analytics
  - **KPIs & Metrics**: Setting clear Key Performance Indicators (KPIs) to track progress and measure the success of marketing initiatives.
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## Behaviours

- Act following Business in the Community's values
  - Focus
  - Passion
  - Collaboration
  - Pioneering
  - Integrity