

Job title: Marketing and Business Development Manager – Services

Department: Marketing and BD

Reporting to: Head of Marketing and BD

Hours: 9.30am – 5.30pm (must be flexible for some deadlines)

Salary: Market rate

About this role

This role is an exciting opportunity to support the service lines in their go to market strategy, playing a pivotal role in achieving the ambitious firmwide growth strategy.

The successful candidate will be responsible for the development and delivering of the services marketing and business development strategy, as well as acting as the lead contact for key service lines including Tax, Outsourcing and Transaction Advisory Services. This role will also have line-manager responsibilities for a Marketing and BD Executive.

Responsibilities will include:

- Development of a comprehensive marketing and BD plan for all key service lines to support the go to market strategy.
- Research, negotiate and manage key service line sponsorships and events ensuring solid objectives and ROI is agreed.
- Pitch relevant and topical themes for the events and communication schedule.
- Work alongside the other Marketing Managers and Head of Marketing and Business Development to ensure collaboration across all marketing activity.
- Budget management including an assessment of cost vs. benefit of all activity to ensure that resources are used in an efficient and effective manner
- Ensure that all activity has a clear objective to identify sales leads
- Drive the identification and progression of sales opportunity within the current client base
- Work closely with the Business Development Manager to maximise opportunity from regulatory and market changes providing opportunity for service lines.
- Represent Marketing and BD at service line meetings.
- Line manage the Marketing and BD Executive.



INTEGRITY

- We operate in a trustworthy and straightforward manner.
- We are honest, objective and sincere.
- We comply with and uphold professional requirements and obligations.
- We do "the right thing" at all times.



COLLABORATION

- We respect everyone and value their contributions.
- We act in an inclusive manner, sharing ideas, opportunities, successes and experience.
- We trust one another.
- We are communicative, consultative and accessible.



EMPOWERMENT

- We are confident in our expertise, delivery and knowledge.
- We understand that trust and responsibility go hand-in-hand.
- We have the flexibility and freedom to perform and recognise that "one-size" does not fit all.
- We have the independence to achieve our full potential.



DYNAMISM

- We challenge the status quo and champion progress.
- We search out and embrace new ideas and technology.
- We are open to change and new solutions.
- We learn from our experiences to improve.

The Candidate

Work-Based Competencies

Essential

- Experience in professional services marketing and business development
- Strong project management skills
- Senior stakeholder management
- Strategic vision
- A track record of developing and delivering campaigns and event and managing sponsorships
- Excellent understanding of Microsoft Office suite, particularly Outlook, Word, Excel and PowerPoint
- Proven copywriting and copyediting skills – in web content/advertising/direct mail

Desirable

- Experience within an accountancy firm is advantageous
- Previous line management experience
- Adobe Creative Cloud, particularly InDesign
- Social media campaign experience

Behavioural competencies

- A self-starter and highly organized
- Ability to effectively time-manage multiple competing deadlines and stakeholders
- Commercially aware, sensitive to concerns and needs of internal and external clients
- Confidence: professional, articulate and ability to challenge
- Attention to detail a must
- Resilient, persistent, persuasive and assertive
- Ability to build good relationships



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