

Name:

Department (and Section where appropriate): Marketing and Communications

Grade: G5

Job Title: Marketing Lead

Immediate Line Manager (Job Title): Associate Director – Marketing

Job Purpose

To create, build and lead a team of market-led, client-centric marketing professionals.
To lead the transition of Campden BRI from an historically inward-focused science-led business to one that can identify trends and respond to them to design excellent service-offerings for the food and drink (and associated) industries.

To introduce and nurture an 'insights and intelligence' data-backed approach, develop strong storytelling via Technical Brand Management and to act as the bridge between our outstanding analytical, science, and technology capabilities and the industry needs of the outside world.

To manage the Marketing & Comms team (minus the Design & Production team) in respect of staff training, development and motivation, resources, budget, performance, business processes and improvements, and health and safety issues.

Main Duties (including % of time spent)

- Team management including setting and monitoring targets, developing talent, managing resources, guiding and supporting team members, leading by example. Team to comprise the Science Writer, Marketing Exec and the 'MIGs and Exhibitions' manager as well as 'Insight & Intelligence' exec and the Technical Brand Manager – 25%
- Work closely with the Sales and Account Management Team to provide market-relevant promotions and support materials for scheduled and ad hoc campaigns. – 20%
- Work closely with the ADs for Science, Technology and Analytical to agree promotional plans, create clear briefing templates and set acceptable service level agreements, Ensure the needs of our clients get at least equal billing with the services we currently offer 15%
- Strategy development and implementation of the Company Strategy including annual marketing planning – 10%
- Financial planning and budgetary management – 5%
- Develop metrics for performance and effectiveness of marketing activity – 5%
- Setting and monitoring the standards for communication within the business and with clients and potential clients and acting as the Comms Champion – 5%
- Protecting the company's reputation and acting as first point of contact for media enquiries – 5%
- Support the Exec and Extended Exec teams, including the CEO, with the tone and content of corporate communications. Act as the Subject Matter Expert on all things related to Communications. - 5%
- Liaise with the Design and Production team on the design and management of the company website and intranet- 5%

Knowledge, Skills & Experience

- A degree in relevant science or technology
- A CIM Diploma or equivalent professional qualification.
- Experience of working with scientific / technical content / audiences and an ability to talk credibly with scientists.
- Knowledge and broad practical experience of Marketing, ideally in a services business or food/food ingredients sector
- Coaching skills to strengthen and develop the team which will comprise of approximately half new-hires and half longer-incumbents.
- Demonstrable skills in sourcing, gathering and deriving insights from relevant information – able to

find the insights amongst the data.

- Able to prioritise revenue generating and strategic opportunities ahead of less urgent ones.
- Events experience would be helpful
- A track record of successful team leadership, management and service delivery.
- Able to motivate and excite your own team as well as others across the business.
- Media training an advantage.
- Maturity of thought and behaviour. Gravitas.

KEY TASKS & RESPONSIBILITIES

1. Communications

- Verbal and written client-facing communication with ability to impart commercial and technical detail to wide-ranging audiences at all levels.
- Supporting the CEO and AD Marketing with communications advice for both internal and external audiences, often under conditions of confidentiality.
- Able to recognise good business opportunities amongst our membership base and the wider food and drink industry, and represent those ideas within Campden BRI to ensure they receive appropriate attention
- Translator (with the assistance of the team) of clever science into meaningful, relevant and digestible insights and services.
- Able to demonstrate and measure the effectiveness of communications.
- Point-person for incoming media enquiries with focus on reputation management.
- Nominated person to speak to the media at times of crisis or change.

2. Analytical Skills & Creativity

- Analysis of complex financial, business, market and technical information and development of creative but pragmatic plans based on such inputs.
- Ability to process multiple information streams and opinions to arrive at a considered, synthesised outcome.
- Structured but creative approach to problem solving
- Able to balance activities requiring deep and sustained concentration with day-to-day activities.
- Able to plan against longer term objectives and deliver against shorter term deadlines

3. Management of Activities

- Responsibility for strategic and operational activities within the department
- Coordination of department delivery against financial, technical, service level and managerial targets
- Development of and supervision of policies and procedures for use within the department
- Supporting other departments in their communications and advising on most appropriate channels for marketing and communications with clients.

4. Management of People

Chief Executive – Associate Director Marketing – **JOB HOLDER** – section team members

- Five direct reports
- Responsible for appraisals, ongoing performance review, motivation, training and development of direct reports.
- Oversight of appraisals, staff development and motivation of team.

5. Management of Finance & Resources

- Responsibility for the department budget will be shared with the Design & Production manager but this role will take the lead in preparing the budget and forecasts for the combined team and receive the monthly P&L and other financial reports.
- Combined service (overhead) budget of around £400k
- Overall budgetary accountability and objective of minimising overhead expenditure within budget without compromising on quality
- Responsibility for maximising value for money from suppliers.

6. Autonomy & Accountability

- Working primarily unsupervised with general autonomy for department, project-related and client-based activities within the departmental scope
- Empowered to initiate and contribute to corporate activities outside direct department focus
- Authoriser of departmental and some corporate materials – e.g. press releases, web page content, articles for magazines etc.
- Responsible for implementation and management of corporate activities and legal requirements within department
- Accountable as direct and sole Campden BRI representative on projects and in client-facing activities.

7. Working Environment

Traditionally this role is mostly office based with requirement for some UK and limited overseas travel.

During current Covid restrictions, some of the team are working entirely from home, one entirely from the office and others a mix of the two. We can be flexible about location during the restrictions but will review appropriate presence onsite for ongoing business when normal working arrangements / business activity resumes.

8. Other designated job roles (Please tick those applicable) *To be confirmed*

Quality Co-ordinator
 Safety Co-ordinator
 First Aider
 First Aid Leader
 Fire Officer
 Fire Leader
 Software Co-ordinator
 Trained internal Auditor
 Equipment Officer
 Departmental Archivist
 Hygiene Manager
 Process Hall Manager
 Event Director
 Risk Assessor
 Biological Safety Officer
 Safety Representative
 Safety Committee Member
 Sample Receipt Steward
 Authorised Driver (in line with Car Policy)

DSE User**Manual Handler****Signed & Dated**

Job Holder Date

Line Manager Date