

Marketing and BD Manager

PURPOSE OF ROLE AND PRIMARY OBJECTIVES

- To work with stakeholders in allocated service, sector and area teams to develop, manage and execute marketing campaigns and projects that align to the firm's Marketing & Business Development Strategy.
- Working in collaboration with other members of the Marketing Team to provide support in achieving the firm's marketing objectives:
 - Winning new clients;
 - Enhancing existing client relationships; and
 - Building brand awareness and consideration.
- To proactively support the development, communication and embedding of key marketing and business development processes (e.g. Plan>Brief>Execute>Review>Improve).

KEY RESPONSIBILITIES – ROLE SPECIFIC

The primary responsibilities for the role are set out below. However, as part of a small and evolving team, these are subject to change.

Marketing Campaign Strategy and Management – Services, Sectors and Areas

- Working with the Head of Marketing to own and develop the strategy for some of the integrated marketing plans for allocated area, service line or sector teams (i.e. Tax, Education, Agriculture and North Essex)
- Running marketing campaigns and also working with the Marketing Campaign Manager to handover ownership to run selected marketing campaigns with support from the Marketing Executive Apprentice e.g. Budget events.
- **Marketing Systems to support marketing campaigns**
 - To lead the development, mapping and documentation of marketing campaign and data management processes, ensuring we are able to communicate with clients, targets and contacts in a compliant, efficient and measurable manner.
 - Utilise Marketing Automation (Spotler) and CRM System (Workbooks) to develop, implement and measure integrated, Multi-Channel Marketing Campaigns (e.g. Events, Direct Mail, Email, Social Media, Advertising and PR) targeted at clients, prospects and key introducers.
- **Content, Editorial & Publications – External Communications**
 - Works with marketing team colleagues and sector/service leaders across the firm to develop, own and maintain the Key Messages Calendar, ensuring that we understand the specific challenges our clients are facing at relevant points of the year.
 - Uses the Key Messages Calendar to generate and implement ideas for content marketing assets from across the marketing team, ensuring the resulting message to market is timely, relevant and built on compelling propositions that speak to the needs of our target client type[s].
 - Develop, plan and implement the new Client Newsletter, ensuring the correct editorial balance and tone is used to 'deliver the firm to the client', whilst also raising topical issues in line with the Key Messages Calendar
 - Manage third party media relationships (Essex Chronicle, Business Time in Essex and others as they arise) to ensure copy deadlines are met and that content provided is in line with the firm's Key Messages Calendar.
- **Digital Marketing – Brand Awareness**
 - Maintains and updates content on website and Social Media channels for allocated campaigns, service lines or sectors, ensuring all activity is in line with best practice and processes owned by the Marketing Campaign Manager.
 - Assists with maintaining and developing content/structure for the RL Intranet.

- **Client Experience**

- Working with the CRM and Data Manager to manage the firm's Client survey (NPS methodology) and associated internal and external communications plan. (Currently undertaken using Survey Monkey.)
- Analyses survey results to ensure key insights are highlighted and acted upon to ensure a continuous improvement approach is maintained

- **Business Development and Client development**

Work with the Directors of the firm and the Head of Marketing to:

- develop, embed and own a new work proposal process that ensures a consistently high standard of proposal is produced (content AND visual presentation)
- Develop and own the Win/Loss analysis process, including the incorporation of client feedback via survey methodology as part of the process
- Client Development Forums – owns the pilot implementation, reporting of results and ongoing future roll-out.

KEY RESPONSIBILITIES – TEAM-WIDE

- To consistently demonstrate the behaviours which support our Values of Passionate, Personal and Professional – as documented in the Marketing Team Charter.
- To ensure all projects and campaigns (including events) are undertaken following the Brief, Execute, Review and Improve process.
- Budget / financial management – ensuring all costs are agreed in line with budget, with respective invoices processed and recorded in line with our team procedures.
- Unspecified projects and duties which may be allocated from time to time, which will be reflected in these objectives when reviewing on a regular basis throughout the year.
- Manage and develop the external award programme for the firm.

KNOWLEDGE AND SKILLS REQUIRED

- Positive, confident and 'can-do, have done' attitude (i.e. brings potential solutions as well as problems to the attention of colleagues and senior management)
- Mobile - able/willing to travel to all Rickard Luckin offices or to offsite venues for events and meetings
- 5+ years of B2B services marketing experience (with experience in professional services or accountancy especially valuable)
- First Degree in Business Studies or Marketing **and/or** Level 6 CIM Diploma in Professional Marketing Qualification (or working towards) highly desirable
- Comfortable working in an environment with a degree of ambiguity and change, whilst bringing prior experience to help define departmental processes.
- Excellent communication and interpersonal skills (written and verbal)
- Proven ability to build effective, collaborative working relationships with senior stakeholders
- Detailed working knowledge of Microsoft Office (Word, Excel and PowerPoint)
- First-hand experience of working with Email marketing applications, Marketing Automation and CRM systems (Spotler and Workbooks especially relevant)
- Experience using Content Management Systems (e.g. Wordpress) to update online content
- Prior experience of using survey software (e.g. Survey Monkey) to create, send and analyse results of various survey types (both internally and externally)