

Department:	MARKETING
Job Role:	HEAD OF MARKETING
Level:	Senior Manager
Reports to:	Director of Marketing
Budget Responsibility:	Yes
Direct Reports:	Yes
Staff Responsibility:	Yes
Purpose:	Leads the development and delivery of marketing for BHSF. Contributes to the delivery of the strategic plan.

KEY RESPONSIBILITIES - STRATEGIC

- Develops the marketing strategy and leads the delivery of the marketing plan
- Plays a significant role in the move to a marketing led organisation, by championing data driven results focused marketing
- Provides leadership and motivation to align team to marketing vision, inspiring change and moving to new ways of working
- Provides a lead in and challenge to strategy development for the BHSF group of companies;
- Contributes to internal development and policy provision across cross-functional departments.

KEY RESPONSIBILITIES - OPERATIONAL

- Creates a marketing plan and budget for the department and monitors performance to ensure that it is met;
- Leads the team in the delivery of effective campaigns with measurable results to meet brand, timing and cost targets
- Reviews campaign concepts to ensure they deliver against the proposition and brand requirements and campaigns are integrated and impactful
- Builds customer insight through profiling, analysis and research to enhance effectiveness of marketing campaigns
- Develops greater use of digital channels including web, email, social, online advertising and use of content including video
- Leads the PR, advertising, sponsorship and social strategy to build the brand and create audience engagement
- Ensures brand identity is developed and delivered in line with the strategy
- Guides the team in the move from being a sales support led function, supplying the sales and broker teams with their own materials
- Maintains awareness of market and competitor trends;
- Maintains courtesy, professionalism and high standards of presentation in all communications with stakeholders and potential stakeholders;
- Complies with your obligations under the Company's data protection, information security and other relevant policies, when handling personal data or special categories of sensitive data;
- Performs all tasks and duties when required, providing flexibility and cover in a team working environment.

JOB SPECIFIC COMPETENCIES

- Engages with stakeholders at all levels
- Leadership so that the team moves to a new vision
- Agile way of working
- Meets regularly with the Chief Executive and Senior Management Team to shape BHSF policies.
- To be a customer champion - focus relentlessly on meeting customer needs

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Signature	Date