

THINK LONDON JOB DESCRIPTION

Think London

Think London is the official foreign direct investment agency for London. We connect international businesses to London, helping them set up, succeed and grow. We are a not-for-profit, private-public partnership delivering expertise and advice to international businesses. Our service is completely free, comprehensive and confidential. Our experts work with government and the business community to help companies access the best people, places and opportunities in the city. Our website is www.thinklondon.com

Title

Head of Marketing

Reporting

Reporting to the Marketing Director

Responsible for

Campaigns
Brand
Website
Events
PR

Overall to use marketing (digital media, events and collateral) as a means to generate leads, open doors to potential leads, nurture leads and build and maintain relationships. To build awareness and preference of London as a business destination together with developing Think London's brand awareness and reputation.

The team consists of 4 people.

Role

- Effectively manage the Marketing Team to deliver appropriate marketing activity to meet the business strategy
- Provide input to the design of an organisation wide marketing strategy
- Responsible for the implementation of the organisation wide marketing strategy
- Implement a programme of world class marketing initiatives targeted to opening doors to new leads and nurturing existing relationships
- Provide marketing support to all business development work/teams as required
- Achieve increased value to Think London through greater/more effective use of PR with demonstrable and measurable returns
- Responsible for the effectiveness of all events run by Think London
- Responsible for the effective management of the Think London brand and its use in creating greater awareness of both the organisation and of London
- Responsible for the Think London website

Think London is an Equal Opportunities employer who welcomes applications from all suitably qualified persons irrespective of their age, gender, disability, ethnic origin, faith or sexual orientation.

Key Activities

- Manage the overall performance of the Marketing Team through the effective leadership and development of each individual
- Manage the Marketing budget and develop creative approaches to maximize this limited resource
- Responsible for ensuring all marketing undertaken within the organisation is focused on winning business and produces the required return on investment
- Ensure that all appropriate staff are trained/educated in marketing messages and tools
- Develop and implement tactical marketing plans to support lead generation and pre and post sales activity
- Ensure a consistent approach to the use of corporate messages and branding
- Increase Think London's profile through more effective use of PR
- Develop relationships with appropriate media to ensure direct access as required
- Develop effective working relationships with stakeholders and other London promotion agencies to take advantage of other London marketing activity
- Manage any third party marketing and/or PR agencies
- Develop digital media and collateral for general and specific marketing activity
- Ensure all events undertaken are effectively organised and produce tangible results for the organisation
- Manage all content on the Think London website and ensure it is kept updated with relevant news, organisational and service offering changes
- Ensure the Think London website remains a productive tool and its functionality is regularly reviewed and updated as required

Key Skills, Experience and Attributes

Experience profile

- Graduate with additional relevant specialism/professional qualification
- Broad marketing background with international experience in business to business marketing
- Proven media/press experience
- Effective track record of team management and motivation
- Experience of managing external agencies to deliver tangible results
- IT literate - knowledge of Microsoft Word, Excel and Powerpoint and working with websites
- Administratively self sufficient, hands-on with the ability to get stuck in at all levels

Business knowledge and innovation

- Identifies and develops creative ideas for use of research within the organisation
- Uses research knowledge to develop strategy - understands the "big picture"
- Provides opportunities and resources for people to share ideas
- Sensitive to political context and external factors affecting decisions and new initiatives
- Ensures that Think London's strategy on sectors and geographies is understood by all members of the organisation

Interpersonal skills

Influencing and relationship management

- Able to influence thinking at senior management level
- Takes an ambassadorial role in representing Think London at external events

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- Able to effectively communicate complex and innovative ideas and proposals
- Approaches negotiations with the objective of achieving a win-win outcome
- Builds effective relationships at all levels and fully manages a complex set of relationships
- Confronts situations of conflict and resolves them, respecting the needs of all parties

Team working and leadership

- Motivates teams to achieve objectives by motivating and inspiring team members, colleagues and partners
- Able to accurately assess workloads, evaluate performance and implement change as necessary to meet goals
- Personal style generates loyalty and trust

Project Management

- Plans and organises activities and processes to contribute to Think London's business objectives
- Understands risk and acts appropriately
- Able to effectively evaluate information and options
- Creates an environment which encourages the team to take collective responsibility for problem resolution

Achievement orientation

- Creates an achievement oriented environment
- Sets and monitors appropriate objectives
- Allocates team resources to achieve objectives and best value for the business

Individual effectiveness

- Acts as role model for the organisation by sharing learning, coaching and developing staff members
- Identifies ways in which team members can take on new responsibilities
- Demonstrates resilience when faced with organisational challenges or obstacles to the business