



THINK LONDON JOB DESCRIPTION

Title

Marketing Director

Reporting

Reporting to the Chief Executive, Think London

Responsible for

Team of Marketing, Lead Generation and Research Professionals

Role

- **Overall** : to focus all Think London strategy, development and marketing activity on delivering demonstrable benefit for the business :

Leads, Relationships and Reputation.
- **Business Intelligence & Sectors** : direct resources to develop and implement strategy that focuses the organisation around key sectors/sub-sectors – gain buy in from the executive team and stakeholders - and then provide the organisation with clear intelligence, propositions and tools which articulate Why London? to our target audiences.
- **Lead Generation** : build a pipeline of potential key account leads from our target sectors and research the propensity of individual targets to invest internationally and specifically in London.
- **Marketing**: direct a team of marketing professionals to open doors to and nurture potential investors, maintain and build awareness, consideration and preference for London as a business base and Think London as the business partner of choice.
- **Business Research & Intelligence** – direct a team of research professionals who provide tailored research and project proposals to enable the sales teams to develop client relationships and to win contestable projects.
- **Relationships**: maintain and build a comprehensive network of client and stakeholder relationships to the benefit of the business particularly with the LDA and UKTI/FCO in London and their network of overseas offices.
- **Leadership** : as a member of the leadership team and contribute to business planning in support of Think London's mission
- **People** : manage and lead a high performance team of professionals whilst maintaining and building morale in the team and across the organisation

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:

Business Intelligence & Sectors

- Develop a clear strategic approach for Think London – that integrates with stakeholders, has the support of the Board - and focuses the business around a clear matrix of target sectors and markets
- Once established, deliver world class market and business intelligence that creates clear propositions for Why London? and enables the organisation to be “expert” in those areas identified and hence leverage the opportunity for London
- Develop tools and business intelligence for the sales teams to enable them to easily articulate our sector propositions to potential and existing clients
- Understand our competitors and the dynamics and trends of the global FDI market place

Lead Generation (shared with the Sales Director)

- Develop tools and information sources that enable the organisation to identify key accounts to target within the sectors/sub-sectors identified within our strategy
- Develop the business intelligence needed to approach these targets in a focused manner in order to present the London proposition
- Develop techniques such as news feeds and sources of list development, filtering and qualification to deliver sales ready leads to the sales teams
- Monitor our network of international lead generation agencies to ensure consistent methodologies/contracts are adopted to produce the desired results and world leading returns on investment

Marketing

- Develop and implement a programme of world class marketing programmes targeted at the same market opportunities to open doors to new leads and nurture existing relationships that includes innovative use of :
 - Digital Media - including web 2.0
 - Events - both traditional and on-line
 - Collateral - both traditional and on-line
- Deliver a PR strategy that maximises the London and Think London assets with demonstrable and measurable return. Be the default Press Spokesperson for the business.

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Business Research & Intelligence

- Provide tailored and bespoke research and intelligence for the sales teams to engage with and maintain relationships with potential clients and to aid in the project management process
- Conduct surveys amongst existing international investors in London to gauge their attitudes to specific issues such as taxation, skills availability or immigration
- Review and acquire the necessary business intelligence tools such as locational benchmarking, corporate information databases, FDI monitor to inform our work

Relationships

- Generate and leverage a network of private and public sector contacts relevant to inward investment, in both London and the geographic regions
- Manage relationships with all stakeholders and partners including the LDA, City of London Corporations, the Sub Regional Partnerships, UKTI, the FCO, other Development Agencies and any other appropriate body
- Develop, implement and monitor Stakeholder Engagement Plans to ensure effective and regular communication with our key stakeholders
- Work collaboratively with organisations such as The Mayor's Office and the London Development Agency to build consistent brand messages for London
- Promote Think London to and develop relationships with Think London's Commercial Partners and supporters
- Select and Manage relationships with any third party agencies

Leadership

- Be an active member of the Leadership Team - contribute new ideas and strategies to the annual business planning and strategic direction setting processes
- Present ideas and initiatives to the Board and influence thinking at Board level
- Project manage other significant projects handled by the team
- Manage, monitor and be accountable for budgets within an environment of public sector scrutiny
- Contribute to Think London's quality objectives and the development of the organisation's quality management system

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People

- Maintain, build and mentor a world class team of professionals
- Active people management including skills development
- Active contribution to people development and morale across the organisation
- Recruit and/or develop individuals to deliver an outstanding service for clients

Person Profile – The successful candidate is likely to have : -

- Proven track record of success in a senior marketing role with ability to demonstrate how marketing has impacted the bottom line of the business and enabled growth in the business
- Self driven, results oriented with a positive outlook and a clear focus on high quality delivery and outcomes
- Mature, credible and comfortable in dealing with senior executives from business, central and local government and other stakeholders
- Professional marketing qualifications or equivalent experience
- Strong international marketing/business development background in a B2B solutions-led and consultative business sector
- A background in/or strong understanding of at least one of our key sectors (Financial and Business Services, ICT (Information, Communications and Technology) and Creative Industries)
- Strong interpersonal skills with ability to manage a diverse range of stakeholders
- Experience of public speaking and being a spokesperson for print and broadcast media
- IT literate - knowledge of Microsoft Word, Excel and Powerpoint and working with CRM databases an advantage
- Ability to pick up issues quickly and adapt in a fast moving environment
- Self sufficient, hands-on with the desire to get involved in the business

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