

Title: Associate Director of Marketing & Communications

Location: Kent, United Kingdom

Working Arrangement: Home-based until June 2021 then office based

Salary: £40,000 - £46,000

GOR Requirement: Active and personal Christian faith

Reporting To: CEO

Our client is known as a leading consultancy within the global healthcare industry who due to recent growth and company aspirations, are looking to add a senior leader into its team in Kent, United Kingdom.

Seen as trusted advisors to some of the biggest and brightest names within healthcare, they provide a range of services and products that add immediate value to its clients and have grown significantly over the past 24 months.

The Associate Director of Marketing & Communications is a significant appointment that will report directly into the CEO and sits on the senior leadership team, meaning we require someone who holds experience of influencing and participating with senior level peer groups.

This role will also require someone with exceptional customer facing ability as you will be point contact for all external agency support.

This position requires someone who can tangibly demonstrate the ability to both strategically develop marketing and communication plans, as well as lead this vision directly and through the wider business.

As a faith-based organisation there is a genuine occupational requirement (GOR) that the successful appointee will have an active and personal Christian faith. This is due to the nature of how the organisation conducts its services. You will be encouraged and expected to participate within and at times lead times of prayer with both internal teams and external parties. You will be championed to actively promote your faith through your work efforts and as a leader within the organisation you will hold responsibility for both the professional and spiritual development of your colleagues and team.

Key responsibilities:

- Responsible for Planning and executing omnichannel marketing & communications strategy, within the context of our core strategy, that will lead the company towards our strategic priority to become the world's go-to consultancy for insights-led health strategy by 2025.

- This will include developing marketing and communications strategies that extend the company's reach into new health and healthcare markets beyond our established base in pharmaceuticals, to other commercial health sectors, NGOs and government organisations around the world.
- Define measures of success and be accountable for them.
- Develop a deep understanding of the competitive environment, develop relevant positioning that makes competitors irrelevant.
- Throughout your work, practice "co-creation with God" and being led by the Holy Spirit. Apply faith and works: be led by the Holy Spirit together with expertise and experience in marketing and communications.
- Champion customer evangelism and the company's sales-as-service (aka sales-as-ministry) business model, within the whole of the company's core team.
 - This includes setting strategy; developing resources; supporting the team; reviewing tactics; ensuring accountability for outreach activities and results across the core team. ○ Ensure that the marketing & communications operation as a whole is providing the infrastructure, collateral and resources necessary to support the success of all team members in developing customer relationships through a sales-as-service approach.
- Manage marketing budget of £250K (and expected to grow year-on-year).
- Oversee Marketing & Communications team.
 - Develop skills and capabilities within the team, to meet the changing needs of the business and client needs. Including hands-on coaching, mentoring and training of team members where appropriate, and procuring external training where it will be beneficial.
 - Proactively identify and respond to opportunities to develop marketing capabilities aligned with our strategic priority and marketing and communications strategy.
- Manage external agencies.
- Grow in your understanding and application of your work as ministry (training and mentoring will be provided).

Qualifications, experience and attributes:

- Marketing & communications experience in a B2B environment, with in-depth knowledge across the full range of marketing and communications activities. Have designed and led B2B campaigns from concept to successful results.

- Experience competing with major international B2B competitors.
- Broad experience in marketing and communications including management of agencies and freelancers in brand, design, communications, PR.
- Strong B2B digital marketing experience, including content marketing, digital advertising, social media, email and marketing automation.
- Experience and proven success in PR and communications.
- Budget management experience.
- Experience leading teams across the full marketing and communications mix, including working to define measures of success and holding accountable.
- Excellent management capabilities - managing self, systems and people.
- Humble servant leadership (as in Matthew 20:25-28).
- An attitude of love, towards colleagues, clients and suppliers.
- Strong commercial and analytical approach, including experience using analytics to drive improved marketing activities and outcomes.
- Excellent ability to report on goals and outcomes using data, and to communicate these with colleagues.
- High-level of creativity and energy, with the ability to inspire, engage and influence - drive and lead.
- Passionate about the Word of God, the Holy Spirit, being led by God.
- Successful track record working at a senior strategic level.

This is a fantastic opportunity for you to put both your love for Jesus and your ability to set and lead marketing and communication strategies together, so don't delay in applying for this opportunity today!

Christian Jobs have been exclusively assigned the responsibility to handle all applications for this Associate Director of Marketing & Communications, so all interested parties (regardless of source) will be assessed by Christian Jobs in the first instance.