

## London First Job Description

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**Title:** Head of Marketing

**Reporting to:** Director of Brand & Marketing

**Working closely with:** with Head of Events and events team, Head of Strategic Communications & Campaigns, Head of Media, Commercial Team, Member Managers and all parts of the business

**Context:** London First is a business membership organisation, with the mission to make London the best place in the world for business. We are focused on keeping the capital working for the whole of the UK. We have galvanised the business community to bring pragmatic solutions to London's challenges over the years.

London First has established **Think London**, now part of London & Partners, to promote the capital worldwide and encourage foreign direct investment; been instrumental in creating the **Mayor of London**, pioneered **Teach First**, driven the campaign for Crossrail and, most recently, lobbied for government action on airport capacity, which has led to the government's decision to build a new Heathrow runway.

Now, we are working on solutions to what business leaders see as the top priorities for the capital: talent, housing and transport. We also scan the horizon, link with other cities, and support our members on the key issues that will keep the capital globally competitive.

**Scope:** to start as soon as possible. Temp to perm opportunity.

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### Role overview

This is a new role within a newly-formed team at London First that aims to create a compelling brand and marketing proposition that supports recruitment and retention, grows commercial income, and drives our visual identity and content with a focus on digital, showcasing our activity and events.

The purpose of this role is to strengthen LF's marketing capacity and impact, redefining the role of marketing within the organisation.

Working centrally within a new Brand & Marketing function, you will establish an ambitious marketing strategy that delivers a step change in how we engage members and prospective members: develop our commercial marketing, enhance our events marketing, build our digital presence, and use data and insights to improve all of these.

You will be an experienced marketer with a proven background in achieving commercial goals and targets, combining first-rate communication skills with a creative flair and an eye for design, alongside experience of developing and leading a high-performing team.

### Key responsibilities

- Develop and lead delivery of the overall marketing strategy and planning with an ability to exploit the full mix of communications channels and employ innovative and proven tactics to deliver demonstrable impact.
- Provide leadership and line management to direct reports in the marketing team to support their development in line with their potential, agreed objectives and London First values (currently a Marketing Manager, with a Marketing Executive reporting into them).
- Create, develop and own the member marketing strategy to amplify our voice, influence and profile with members and targets and support recruitment and retention, with a particular focus on developing purposeful data segmentation, and key cyclical moments such as membership renewals and flagship commercial events.
- In tandem with above bullet, lead the overall digital strategy to drive member and stakeholder engagement on digital channels including diversifying these, and overall editorial control of website and member marketing communications including our flagship 'bulletin'.

- Work closely with Operations Team, Business Development and Policy colleagues on the CRM project to ensure high quality marketing data that underpins improved member engagement; enabling the commercial team to support our business development pipeline.
- Take ownership for ensuring we have high-quality marketing content (quality control role) and collateral from pitch packs, event invites, email updates, infographics, programmes and event banners – all compelling, accurate and celebrating LF successes.
- Ensure monitoring and evaluation is put in place so that brand & marketing activity deliver ROI.
- Work with the Director of Brand & Marketing to refresh the brand.
- Work closely with the events and commercial teams to build on our successful programme, ensuring it is optimally marketed to meet commercial targets, with enduring appeal for members and stakeholders.
- Represent London First with the key stakeholders, including with members and targets.
- Deputise for the Director of Brand & Marketing as required.

### Competencies

- Work actively to increase the overall value and prominence of the London First brand
- Be a brilliant team player: build partnerships with key stakeholders both internally and externally to maximise mutual value and benefit, amplifying London First's voice and impact through best-in-class marketing
- Be visionary and inspire and engage others in the development and implementation of strategies
- Lead others to implement plans and exceed strategic objectives, building the sense of pride in London First
- Anticipate and diffuse conflict to reach agreement
- Demonstrate a powerful, convincing communication style, including strong written and editorial skills
- Proven marketing ROI monitoring and data management experience; as well as experience monitoring and managing budgets

### Knowledge, skills and attributes

- Experienced marketer with a strategic approach to achieving impact across the marketing mix– including across paid, earned, and owned channels, as well as at digital marketing, including SEO, paid search, email, social media and CRM, with measurable returns
- A first-class writer and editor with an ability to turn around a wide variety of high-quality compelling content aimed at external audiences – from copy for our member bulletin to event invitations; ability to act as a champion of these skills across the organisation
- Experience of having developed and launched new services and products, including managing external partners and agencies
- You will have the personal stature, empathy and authority to converse with senior representatives of London First's members
- Sense of humour, self-awareness and desire to continue to develop and develop others
- Motivational, inspirational and enthusiastic approach to team leading and management
- A relevant professional qualification

*London First is an equal opportunity employer. Our values support our vision of a truly inclusive, culturally and socially cohesive capital. We are committed to achieving and maintaining a workforce which represents the population from which we derive our business, in terms of age, disability, ethnicity, gender, religion and sexual orientation. **MS 20.12.18***