



Job Specification

For: Head of Marketing

Ref: VR/01337

Job Description

Chatham, Kent
£65K - £70K + Excellent Benefits

Head of Marketing opportunity – Chatham, Kent headquarters, hybrid working options. Up to £70K plus excellent benefits to include Private Healthcare, Pension, 30 days' holiday (plus bank holidays), Mental Health & Wellbeing support, On-going professional development and great prospects.

The Head of Marketing will take ownership of the company marketing strategy and will lead the marketing function (comprising marcomms and media) as a member of the Leadership Team of this growing training provider.

The company is nationally acknowledged for designing and delivering world class, innovative and wide-ranging learning solutions for the defence, construction and engineering sectors. This is a dynamic working environment enjoying expansion, new contracts and increased sales activity.

This is an exciting opportunity to join a company with ambitions to transform the delivery of skills-based training and assurance services. It has a long and very successful contract based at the Royal School of Military Engineering (RSME) in Chatham and is growing, now with a dedicated Enterprise team, working across complex sectors, challenging the way large organisations develop skills.

The company is committed to creating a diverse and inclusive workplace. All applications will be considered. It provides support through Mental Health First Aid and Coaching and Mentoring schemes. It is ISO accredited and has a Gold Award in the Medway Healthy Workplaces Programme. The company recently won a Princess Royal Award for one of its employee learning and development programmes. It is passionate about the success it delivers for learners, partners, and local communities, empowering people to be ambitious, solution-focused, proactive, and creative thinkers.

Head of Marketing – The Role:

The marketing function is responsible for positioning the organisation for growth; clearly and consistently communicating who we are, what we do and the difference we make.

- Plan, oversee and deliver marketing activity to: build awareness of our business among our target audiences; position us as a thought leader; define and consistently position our brand and; grow our sales pipelines.

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- Lead and manage the marketing team, ensuring they remain motivated and on-target, that they consistently hit targets
- Lead and manage the marketing function; owning and applying processes, ensuring quality of output, innovation and quality improvement
- Support the Sales & Marketing Director in leading and managing the growth function

To be successful in this role, the Head of Marketing will be able to combine strategic marketing management with the 'day to day'. The role holder will have substantial experience gained from a B2B, training or services environment, and the ability to apply the 4Ps and the marketing mix to effect change. They will have experience in leading and directing a marketing department, and will demonstrate the ability to build, execute and evaluate marketing strategies which positively impact awareness and pipeline growth.

This is an excellent opportunity to become a pivotal member of the team that will help determine the future growth of the business. We support hybrid working and will require the postholder to work on site for a minimum of two / three days per week with the flexibility to increase this at key points as required. UK-travel as required.

Full Job Description is available on request.

Closing date – Friday, 13 September 2024 although this is subject to change according to market conditions.

Armed Forces Covenant – We offer guaranteed interviews to military veterans if they meet the selection criteria.

All posts are subject to a Disclosure and Barring Service application. The company follows the DBS Code of Practice.

Compiled by : **Fiona Louch**
Compiled on : **08/20/24**

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