

## **Head of Service – Marketing Specific Functional requirements**

### **Qualification or experience level**

- Educated to degree level or able to demonstrate equivalent senior level marketing and commercial experience.
- Professional marketing qualification (e.g. CIM or equivalent) or a recognised management / leadership qualification.
- Evidence of continuous professional development relevant to marketing leadership, commercial strategy or customer engagement.
- Commercial mindset with experience managing budgets and driving revenue growth.
- Excellent leadership, communication, and stakeholder management skills.

### **Specific job related overview**

#### **Strategic Marketing & Commercial Impact**

- Develop and deliver a three-year, commercially driven marketing strategy aligned to the corporate business plan, revenue targets and sector priorities.
- Translate strategic priorities into annual and sector-based marketing plans that support growth, retention and diversification across Education and Public Sector markets.
- Act as the organisation's senior marketing authority, influencing corporate direction through market insight, performance evaluation and customer understanding.

#### **Revenue, Channels & Performance Ownership**

- Own the marketing contribution to catalogue, framework and service revenues, driving measurable growth and clear return on investment.
- Lead the deployment of an effective multi-channel marketing mix, including catalogue production, customer communications, events, brand, print and campaign activity.
- Ensure marketing activity is commercially aligned to routes to market, supplier partnerships and income targets, working closely with Sales, Trading and Procurement.
- Drive measurable revenue growth by deploying the most effective multi-channel marketing mix, with clear ownership of ROI and commercial outcomes.

#### **Brand Strategy, Campaigns & Market Presence**

- Own the development, positioning and evolution of the organisation's brand, ensuring it reflects strategic priorities, values and market ambition.
- Lead the creation and implementation of strategic brand campaigns designed to build brand awareness, strengthen market presence and support long-term growth.
- Set and maintain brand standards, messaging frameworks and campaign principles, ensuring consistent, high-quality representation across all markets and touchpoints.

- Act as a senior brand ambassador for the organisation with members, suppliers, partners and key stakeholders, representing the organisation's brand externally.
- Lead brand positioning and messaging to reflect organisational values, commercial priorities and stakeholder expectations.

#### **Customer Insight & Brand Effectiveness**

- Lead customer and market insight, segmentation and detailed planning to inform brand strategy, campaign design and marketing investment decisions.
- Establish measures to assess brand awareness, reach and effectiveness, using insight to refine strategy and demonstrate value.

#### **Functional Leadership & Assurance**

- Provide leadership of the marketing and brand function, ensuring strong capability, financial discipline and effective performance management, in line with Head of Service and SLT expectations.
- Own accountability for the marketing budget, ensuring sound financial governance, value for money and compliance with organisational policies.
- Establish clear marketing and brand performance measures and Board level reporting, evidencing impact, risk and contribution to organisational objectives.
- Ensure all marketing and brand activity complies with organisational policy, statutory requirements and equality standards.

#### **Legislative or compliance knowledge/experience**

- Marketing, Advertising & Brand Compliance
- Advertising Standards Authority (ASA) and CAP Code
- Procurement, Contracts & Value for Money
- Equality, Diversity & Inclusion
- Freedom of Information & Transparency
- Corporate Governance & Risk

#### **Budget**

- Hold full accountability for the marketing budget (£4 m per annum), ensuring tight financial control and demonstrable value for money – ROI).
- Commercial accountability linked to: Catalogue revenue (£118m pa), Framework revenue (£1bn)
- Lead procurement-aligned relationships with external agencies, creative partners and suppliers, managing performance against agreed KPIs.
- Drive partnership-marketing activity with suppliers to support income generation and strategic objectives.
- Budget control, cost/benefit analysis and ROI reporting
- Procurement-aligned supplier management
- Best value and financial controls
- Budget reporting to Commercial Director and Board

No of staff directly line managed and total in department
Level of contact
<ul style="list-style-type: none"><li>• As a senior management appointment this role requires a flexible approach and will involve travel away from the YPO head office in Wakefield, periods of overnight stays and unsociable hours.</li><li>• The role requires adherence to tight working deadlines and a flexible approach to managing projects and information.</li><li>• May need to react to out of hours' emergency system issues and offer considered solutions, permanent or temporary to maintain or recover services.</li><li>• Demonstrate a willingness to work flexibly, sometimes outside of normal core hours in response to service demands as agreed with the Service Manager.</li><li>• There will be an element of travel involved working with Digital Partners, attending conferences and customer sites.</li></ul>