

Role Profile: Marketing Business Partner

Team/Location: Marketing – Saltash/Remote

Reporting to: Marketing Manager

Job Level: 4 Premium

Purpose...

Ensure the smooth running of Hemsley Fraser marketing campaigns/initiatives, to drive new business and grow client accounts. Responsible for contributing to and delivering campaign plans, content and messaging, and optimising them through the right mix of channels. With high levels of client and market awareness you will be a crucial partner to Sales and the business, advising them on marketing approaches to support the business's overarching goals.

You will be...

Someone who can make things happen, you confidently adapt in the moment, working at a fast-pace and thrive under pressure. A self-starter who enjoys working as part of a team whilst also being comfortable driving activity forward independently. Naturally curious and creative, you are always seeking to learn and grow, finding innovative and better ways of doing things. You are an enthusiastic and effective collaborator... Someone who can successfully build relationships for mutual benefit, asking questions to truly understand what resonates with clients, and motivating and influencing those around you for results.

Your capabilities include:

- Commercially astute: Strong understanding of new business and client retention by product.
- High Energy: Ability to engage with stakeholders, drive action and incite strong collaboration across the business and within the team to drive performance.
- Curious: Excellent desktop research skills and strong questioning skills.
- Focused: Eye constantly on business objectives and delivering marketing goals on time.
- Brand Ambassador: Represents the brand in a credible, informed, and professional manner.
- Always learning: Passionate about learning and business transformation with a strong commitment to your own development as well as others.
- Agility: Deliver at pace, ensuring every opportunity is harnessed to full potential whilst adapting to the needs of the business.
- Results-focused: Applying the necessary rigour to ensure successful and measurable campaign outcomes – actively sharing knowledge to help fuel innovation.

The role is...

Marketing campaign champion

- Working with Marketing team, develop and deliver targeted, measurable marketing campaigns to support product sales and company growth.
- Recommend suitable channel mix and tactics such as ABM, webinars, content marketing and social.
- Contribute to and create compelling SEO-aware content to support campaigns and marketing efforts.
- Coordinate campaigns with HF stakeholders, and partners, to support joint objectives.
- Understand campaign performance, track and review results regularly.

Product marketing champion

- Demonstrate a deep understanding of Hemsley Fraser's product/service set.
- Inform HF's overarching marketing strategy with recommendations on smart product-focused initiatives.
- Contribute to and create focused, measurable marketing collateral and communications for the Sales and Marketing teams to use.
- Track competitor product marketing info and disseminate within the team.
- Ensure marketing efforts are informed by HF's buyer personas, market intel and competitor intelligence.

Marketing advisor to Sales

- Manage Sales/business requests, take thorough briefs, and assess validity of demands on marketing working with marketing leaders.
- Share information with Sales on key marketing initiatives, updates and campaigns, and help improve understanding of key marketing strategies. Join Sales' meetings as appropriate, as part of their extended team.
- Collaborate and knowledge-share with individual members of the Sales team to drive social advocacy and ABM initiatives and understanding, contributing to the overall goals to increase awareness and drive leads.
- Support and collaborate with individual members of the sales team to develop and drive new business and existing customer development initiatives. Use and onwardly develop existing marketing content/collateral and suggest new content according to sector or client needs. Recommend suitable channel mix and support with the use of available tools to achieve successful measurable outcomes.
- Gather Sales insights on HF customers and emerging market trends to inform marketing efforts and share with wider marketing team.

Marketing collaborator

- Work with Marketing leaders and team to prioritise and coordinate the right mix of marketing initiatives throughout the year.

- Collaborate closely with your Marketing Business Partner counterpart to ensure marketing efforts are joined-up and to knowledge-share ensuring a seamless approach.
- Conduct regular market research to inform product launches and ongoing marketing.
- Proactively drive innovation by sharing ideas for new themes and approaches and contributing to their creation.

Tools, processes, systems and reporting

- Execute marketing activities effectively using tools and systems including HubSpot, Sales Navigator, advocacy tools, Foleon and more. Suggest new opportunities to help improve efficiency and effectiveness.
- Work with existing marketing suppliers and suggest new opportunities to extend marketing activities and ensure maximum ROI is achieved.
- Follow overarching processes of the marketing team and develop effective working processes with the team and the business to support day-to-day aligned activity.
- Contribute to the management of customer and prospect contact data, together with Marketing team, with GDPR in mind.
- Track monthly marketing activity (and coordinate any spend with Marketing Manager).
- Contribute to the marketing dashboard monthly and review lead quality with Sales.
- Gather and track information from Sales to contribute to marketing reporting.

You will have...

- Education: University degree, preferably in a related area (e.g. marketing, business management), or a marketing qualification.
- Minimum of 3 years' experience working in a Marketing role in a relevant industry. Ideally a marketing campaign specialist, with digital, product marketing and sales enablement expertise.
- Blend of technical marketing, interpersonal and commercial abilities. The ability to shape and articulate marketing concepts and translate these to compelling, commercial customer-focused communications.
- Sound understanding of B2B digital marketing channels.
- Competence in ABM, social advocacy and other key digital marketing.
- Good grounding in SEO marketing.
- Data driven, measured and results focused.
- Exceptional research and analytical skills.
- Experience developing marketing campaign messaging and managing integrated campaigns.
- Sound working knowledge of Microsoft Office (Excel, Word, PowerPoint). A good understanding of HubSpot, Google Ads, CRM, email and content marketing systems an added bonus.
- Excellent communication, writing and content creation skills.

Success in the role is...

- Comprehensive, measurable, results-focused campaign plans and successful campaign performance.
- A digital channel mix which generates engagement and feeds the funnel - evidence of well-read / viewed content.
- High-performing initiatives and positive feedback from internal HF stakeholders - visibility of campaign performance across Marketing and Sales.
- Clear product marketing linked to HF's overarching marketing strategy - shared understanding of HF products within the Sales and Marketing teams.
- Evidence of marketing collateral delivering successful outcomes.
- Shared understanding of the competitor landscape.
- Marketing activity resonating with key audiences and which is differentiated from the competition.
- Well-informed and aligned Marketing/Sales team – working as a trusted advisor.
- Evidence of better qualified inbound Sales requests in time.
- Deliverables and outcomes aligned with marketing objectives.
- Well-aligned, market-aware campaign plans - smart use of marketing resource.
- Indications of well-received marketing initiatives (through feedback and campaign results).
- Reliable regular reporting - visibility of marketing activity performance. Plus, shared understanding of lead quality between Sales and Marketing.
- Positive behaviour and approach and demonstration of Hemsley Fraser Values.