



Head of Marketing

Salary:

£62,000-67,000 basic per annum

Job Summary:

This is an exciting opportunity to join a growing, ambitious, and innovative company that is gaining market share in the corporate Learning & Development space.

Strengthscope® is a development tool to help people find and communicate their strengths to themselves and others, allowing them to bring more of themselves to work and to life. Our mission is to ensure that everyone is able to have honest, authentic conversations about what makes them truly unique, what they love to do, and how they can bring their best to work and to life, every single day.



Responsibilities & Duties:

We're looking for a Head of Marketing with a strong track record of working closely with Sales leaders and their teams to drive measurable results. Your experience will include leading the implementation of a powerful growth strategy that's driven leads and engagement for the Sales team, whilst also building brand awareness and advocacy on a global level.

Your responsibilities will include:

- Owning, developing, and delivering the Marketing growth strategy to support the business objectives, meet the ambitious growth plans and support the Sales team as your key internal customers
- Developing an effective and efficient 'lead engine' to drive volume of high-quality new business enquiries, meeting the lead targets required to deliver the business growth plan
- Implementing an account-based Marketing strategy that supports Sales account managers to build their knowledge and develop the utilisation of Strengthscope® in their accounts
- Delivering against Marketing KPIs and managing the department's budget, effectively sharing performance at this at leadership and company level
- Implementing a comprehensive rolling calendar of all Marketing activities and campaigns and communicating this across the business to drive engagement and involvement
- Ensuring that the Marketing function operates seamlessly with Sales and other operational teams requiring Marketing's services, demonstrating a commitment to collaboration and cocreation
- Co-ordinating an outsourced Marketing model, collaborating with suppliers to deliver design, SEO, website improvements, advertising, and more, by proactively identifying business needs and then matching these with an evolving Marketing proposition
- Owning and managing the Strengthscope® brand and offer across all platforms, including accountability for all social media platforms (LinkedIn, Twitter, Instagram, Facebook, YouTube)
- Demonstrating effective leadership of the Marketing function, directing resources as required and coaching, mentoring and developing our internal team to deliver to an ever-higher level of competence
- Carrying out the responsibilities as a member of the Management Team (outlined separately).

Skills & Attributes:

If you have a mix of the following skills and attributes, you might be just who we're looking for:

- Commercially-minded: you are naturally oriented towards lead generation and sales, rather than design
- Experienced in running a Marketing department with effective collaboration and ways of working with internal and external stakeholders
- A clear communicator: whether its monthly priorities, project management, or data, your information and presentations have an easy-to-understand meaning
- Have managed digital metrics, and departmental and campaign-related KPIs
- Live a growth mindset: you are humble and accept that things aren't always perfect, choosing to look for solutions to help with continuous improvement across the business
- Act with purpose: you constantly (re)evaluate Marketing activity, taking decisions to start, stop, or maintain based on latest feedback and data
- Safe pair of hands: you have a strong sense of accountability and always meet deadlines
- Have worked in a small/growing organisation and know about training & development as an industry (preferred)
- Experience of Hubspot, Salesforce, WordPress and website management, Adobe Illustrator/InDesign/Photoshop (preferred).

Benefits:

Here are some of the good things you'll get when you join Strengthscope®:

- 30 days (+ bank holidays) of annual leave
- Enhanced pension plan where Strengthscope meets your contribution up to 10%
- Flexible working – we're verified by Flexa! Check out our company page at [Flexa](#)
- An extra day off for your birthday
- Home setup allowance
- Enhanced family-friendly leave
- Eye care vouchers (we pay for your test and contribute £49 towards glasses)
- Internal and external coaching and mentoring opportunities
- Monthly personal development time
- StrengthscopeMASTER™ qualification
- Strengths Heroes - where we celebrate the most awesome people every quarter!
- Monthly team get-togethers and quarterly team days to reflect, plan, and celebrate
- Pet-friendly offices on the bustling Southbank, minutes from London Bridge, Southwark, and Waterloo stations.



Life at Strengthscope®

What's important to us and what experiences can you expect to have as part of Strengthscope?



Championing Uniqueness

In line with our #BeingInclusive and #BeingOurselves values, we encourage our people to bring their most unique, authentic, fully human selves to work, and to be able to bring their strengths to life in everything that they do. To be a company with integrity, Strengthscope has to be the change we want to see in the world.



Growth Mindset

We are curious, we embrace challenges, and we value failing fast to grow our learnings and experience. We want our people to stretch and experiment, #KeepingItSimple in their ways of working to achieve great results and #DeepeningConnections through their strengths self-awareness journey and collaboration.



Vision for the World

Strengthscope is an ambitious business that is embarking on an exciting growth challenge. We are in our best position yet to seize the opportunities that lie in the market. It is through upholding our values of #ChangingLives and #WithYouAllTheWay in every interaction that we deliver the best outcomes for our customers. Chasing those opportunities starts with a bold ambition.

Don't just take our word for it!

Here's what our Marketing team members have to say ...

What brought you to Strengthscope?

I loved that Strengthscope was founded on positive psychology. I was attracted by the prospect of working in a really positive environment.

What do you enjoy most about your role?

I currently do all the marketing copywriting and I love being able to use my creativity every day! It really speaks to my strengths and who I am.

What's your next goal?

My next goal is to specialise in my craft. I am currently self-developing in the area of Brand Marketing.

What 3 words would you use to describe the Marketing team?

Fun, supportive and dedicated!

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What brought you to Strengthscope?

I was looking for a company with similar values to mine - one that is open-minded, compassionate and actually treats their employees as PEOPLE, rather than just another employee or tick box (a lot of companies say they do this, but they really don't. Strengthscope does.)

What do you enjoy most about your role?

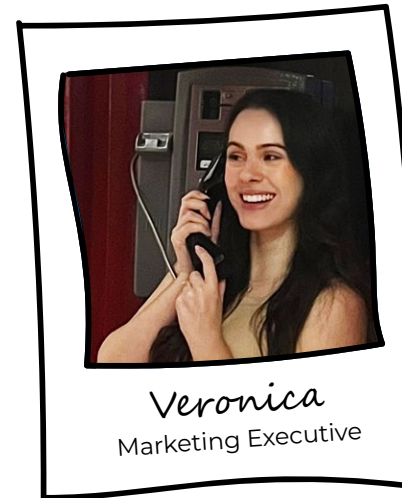
I love that I have the autonomy to make big, impactful decisions within Marketing. My team trusts me and I trust them. We support each other completely, allowing us the space to do our jobs without having to be micro-managed or second-guessed (it also creates a safe space for us to learn from any mistakes without being judged).

What's your next goal?

I want to keep evolving my skills and become an expert in advertising. I already enjoy it and learn something new every day. Digital is always changing!

What 3 words would you use to describe the Marketing team?

Reliable. Creative. Stimulating!



Still not convinced?

Why not...

- Click [here](#) to see the latest life 'behind the scenes'
- Get the detail behind our flexible working policy via [Flexa](#)
- Read firsthand employee experiences on [Glassdoor](#)
- Learn about our approach to [Diversity, Equity, & Inclusion](#).