



Role profile

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| Role title | Head of ABM and Banking Marketing (Industry & Key Accounts) |
| Location | |
| Contract type | Permanent |
| Reporting to | Industry & Key Accounts Director |

Role purpose

An exciting opportunity has arisen to join a newly created marketing team within Capita to help shape, contribute and personalise our marketing activities for our most strategic customers across Banking reporting into the Director of Industry and Key Account Marketing.

You will be at the forefront of marketing strategy, designing programmes and initiatives that will resonate with our customers and their customers, help build and enhance the Capita brand through consistent and compelling story-telling and have the opportunity to bring creativity and passion to work every day in designing innovative and exciting account-based marketing campaigns across a myriad of different marketing channels and tactics within industry. You will be joining a new team passionate about marketing and the customer, and so ideally you will be able to base yourself in London to be alongside your wider team members, there can be a degree of flexibility to be discussed for the right candidate but ideally you should expect to be in London at least 3 days per week as a minimum.

Accountabilities and main responsibilities:

The key accountabilities and responsibilities of the role include:

- The Head of Industry and Account Based Marketing is responsible for over-seeing the development, implementation, management and measurement of a targeted account-focused strategy to drive awareness, sales pipeline acceleration and revenue expansion for Capita plc whilst being the source of truth for industry trends across this sector in order to maximise our marketing opportunities at Group level and across the varied divisions and products we sell to customers by acting as a strategic advisor on what is impacting our customers and how we can help drive better outcomes for our customers, working collaboratively across the group wide, marketing function.
- This is a senior role within the team and one that requires extensive experience ideally within the Banking sector as well as working across the full mix of marketing channels and tactics, and you will ideally have done so at an ABM level in previous roles.
- This position will partner closely with sales, divisional marketing, brand & content marketing, digital marketing and business development teams across Capita plc to establish a platform for the organisation and articulate our brand to our most strategic customers.
- The ideal candidate will have ideally successfully leveraged ABM and be highly knowledgeable for the sector they are focussed on, and ideally have experience of using technology driven, personalised strategies and tactics. The successful candidate will be an energetic leader, collaborator and business driver, focused on measurable outcomes and marketing ROI. The ideal candidate will provide coaching, clear direction and compelling motivation to help the wider team establish and maintain excellent partnerships with sales, and deliver strategic, creative and effective ABM that drives a clear return on investment.

Key Skills and Experience

- Provide strategic leadership and tactical execution for the Capita ABM program
- Provide strategic oversight, input and insight to key themes and trends impacting their sector to help fuel wider marketing campaigns at product and divisional level.
- Create strategic marketing plan aligned to account and implement multi channel marketing approach
- Align sales and marketing with a focus on the highest value prospects and accounts that deliver on sales and revenue goals, working collaboratively with sales to define and build a target stakeholder engagement plan across customers and influencers identifying the right marketing approach, at the right time, to the right person.
- Lead the daily operations of the ABM program, including account reviews and campaign measurement in conjunction with industry client partner.
- Advance the use of technology for the ABM program to drive personalization focused on the buyer's journey, delivering the right marketing program and content at the right time Nimbly address the ongoing demand for opportunistic and ad hoc marketing needs of the sales teams in response to health of the pipeline
- Review and share performance metrics with a keen eye on ROI. Ensure that each marketing activity is tracked and measured. Use data and dashboards to inform future programs and investment
- Create ABM best practices programs and toolkits for leverage by sales and marketing
- Build and maintain strong relationships with customers, external influencers and internal stakeholders, including sales and marketing key contacts
- Marketing in a B2B environment and at least 15 years experience
- Demand generation, content development, digital marketing, event marketing, public relations, culminating in recent focus on ABM, with demonstrated success
- Understanding or knowledge of relevant ABM platforms
- Proactive style with discipline and will to align on outcomes, set priorities, drive decisions and get closure on recommendations and issues
- Managing multiple projects and be effective at influencing across all levels including Board level interactions.
- Marketing automation and measurement, specifically in account-based marketing
- Communicating, both in person and in writing; a penchant for visual communication via dashboards and presentations very valuable in this role
- Taking initiative without being asked; taking pride and personal ownership of success
- Working across a matrixed organization
- Exceptional organizational, budget, project and relationship building skills