



Role profile

Role title	Senior Manager Partnerships and Brand Sponsorships (Brand & Channels)
Location	Flexible location with an expectation of some travel
Contract type	Permanent
Reporting to	Brand & Channels Director

Role Purpose

At Capita, we work with companies to help them create better outcomes for their business and their customers. We create value, improve growth and maximise business efficiency and profitability. As a Senior Manager, you'll be responsible for the management and direction of the corporate sponsorship and partnership plan. Working with relevant selected partners to reposition our brand and positively shift our perception and reputation across all our stakeholder groups and in doing so supporting our strategic ambition for growth.

As an experienced senior manager in brand marketing you will be accountable for the successful implementation of a partnership-based plan that resonates and engages with and captures the attention of our clients, our people and wider society. With an overall goal of positively shifting the dial on our brand awareness and perception measures and adding demonstrable growth to our pipeline.

This is a brand-new role in a newly established function so the opportunity to have an impact in a short space of time is there for the right candidate.

Accountabilities and Main Responsibilities

- Manage and implement a brand sponsorship and partnership plan that delivers against the defined goals
- Work in tandem with the wider brand team to deliver the overall brand Repositioning strategy and associated plans
- Work closely with the wider marketing teams, corporate communications team and employer brand team to ensure we maximise every opportunity to reposition our brand and strive for alignment, collaboration and clear messaging and intent in every initiative
- Manage the relationship with our chosen partners to ensure we get the right return for our commitment
- Manage the relationship with relevant agencies and media partners
- Balance budget, resource and project milestones when building plans
- Work collaboratively and manage relationships with key stakeholders across the group
- Create an effective and engaging work environment
- Leverage industry or specialist marketing knowledge to deliver a brand launch that breaks the norm

Key Skills and Experience

- Extensive brand marketing experience, specifically managing and implementing large sponsorship and partnership-based campaigns
- Previous active experience of leading sponsorship programmes
- Proven experience of managing agency relationships and media partners
- A strong understanding of the digital landscape and new and emerging digital marketing techniques
- Extensive stakeholder management experience
- Creative verbal and written communication skills