



Role profile

Role title	Head of Marketing, Local Government & Transactional Sales (Government Services)
Location	London
Contract type	Permanent
Reporting to	Divisional Marketing Director, Government Services

Role purpose

An exciting opportunity has arisen to join the marketing team within Capita to lead our strategic marketing to Local Government, reporting to the Divisional Marketing Director, Government Services.

You will be at the forefront of marketing strategy, designing programmes and initiatives that will resonate with customers and citizens, build the Capita brand across Local Government and drive demonstrable ROI in alignment with sales. You will be joining a new team passionate about marketing and the customer and will share your time between sites in London, alongside colleagues from the marketing function, and other sites in the UK with key business delivery teams.

Reporting to the Divisional Marketing Director, Government Services, you will be responsible for overseeing the development, implementation, management and measurement of a targeted marketing strategy to drive brand awareness, sales pipeline acceleration, sales volumes and revenue expansion for Capita in Local Government and related markets.

The role will be the source of truth for trends across this sector, understanding the attitudes and behaviours of buyers in this market and acting as a strategic advisor within the business, to best maximise marketing opportunities across the propositions we sell. Head of Marketing, Local Government & Transactional Sales will work closely with relevant business units providing input to the business planning processes, supporting the teams to develop their strategies and customer value propositions, in advance of developing relevant marketing strategies.

Working with the Divisional Marketing Director, you will be responsible for delivery of the overarching marketing strategy for Local Government, building a community within the market to support Capita's brand and develop a strong platform for growth. You will engage with key business stakeholders to ensure timely creation and implementation of the Local Government marketing strategy and individual campaigns to support business objectives.

You will manage a team of three Marketing Managers with responsibility for marketing Capita's services in local government, education and procurement. You will be responsible for coaching and supporting your direct reports in their delivery of campaigns to drive growth, ensuring timely objective setting and review, as well as helping them to identify and develop through their career paths.

Accountabilities and main responsibilities:

The key accountabilities and responsibilities of the role include:

- Working alongside the Divisional Marketing Director and key stakeholders in Local Public Services, Entrust and Procurement businesses, to understand business requirements, growth strategies and market developments to feed into strategic direction of marketing.
- Providing business strategy/business planning support including commissioning of research, competitor analysis and knowledge share for the yearly business planning process.
- Engage with the central marketing function and Community of Interest for Local Government to understand broad Capita brand direction, pan-divisional priorities and CVPs relevant to Local Government
- Accountability for the marketing strategy for Local Government and associated businesses, defining direction, priorities and resources required, supported by the Divisional Marketing Director.
- Develop and lead Local Government account based marketing, including account identification, campaign design and measurement in conjunction with business stakeholders.
- Working with business stakeholders, key accounts and sales teams to align activities and drive impact of marketing campaigns for growth.
- Accountability for financial planning, forecasting and relationship of spend to return on investment, ensuring the marketing budgets are accurately forecast, spent and measured appropriately.
- Lead and direct team delivering marketing strategies for growth in Local Government, Entrust and Procurement businesses, assuring best practice marketing is planned to drive growth.
- Identify training and development opportunities for team members to support delivery of highly effective, best-in-class marketing to the Local Government and related markets.
- Support Marketing Managers in engagement with business leaders and the wider growth function, to ensure consensus on marketing strategy and alignment with sales to deliver impact in the market.
- Lead Local Government contribution to marketing team meetings, to ensure sharing of best practice, effective forward planning, collaboration across the market function in Government Services and celebration of success.
- Deliver monthly reporting to the Marketing Director and business stakeholders to measure KPI's, evaluate activity, demonstrate ROI and share best practice with the wider team.
- Deliver annual report on marketing in Local Government detailing staff and non-staff resources, strategic direction, campaigns delivered, ROI and wider results achieved. Report should outline market developments and competitor activity in the sector to help identify opportunities and threats for the year ahead to inform annual planning process.

Key Skills and Experience

- A senior marketer with experience within the Local Government sector, demonstrating considerable market knowledge and insight
- An energetic leader, collaborator and business driver, focused on delivering creative multi-channel marketing that drives measurable outcomes and clearly demonstrates marketing ROI.
- Experienced manager, capable of providing coaching, direction and compelling motivation to help the team establish and maintain excellent partnerships with sales and other colleagues, to maximise impact.
- A strategic thinker who can juggle multiple projects and prioritize for yourself and the team, to address the demand for opportunistic / ad hoc marketing needs in response to major bids and sales opportunities, alongside reliable delivery of the marketing strategy.
- Analytical approach to ensure that all marketing activity is tracked and measured, using data and dashboards to inform campaign optimisation and the improvement of future programs and investment decisions.
- ABM practitioner with capability to develop best practices programs and toolkits for leverage by sales and marketing, to drive value from key accounts.
- Engaging influencer, capable of building strong relationships with customers, external influencers and internal stakeholders.
- 10 years' experience in marketing, some of which serving the local government sector
- Extensive knowledge of the local government sector and / or experience in marketing for local government solutions, education or professional services
- Marketing planning to drive demonstrable results in awareness, engagement and conversion through multi-channel campaigns
- Proactive working alongside sales teams to align on outcomes, set priorities, drive decisions and maximise impact
- Effective experience of marketing automation and measurement
- Practical application of account-based marketing
- Effective influencing at all levels
- Excellent communications skills, both written and verbal
- Experience working effectively across a matrixed organization
- Exceptional organizational, budget, project and relationship building skills
- Proactive, thoughtful approach to planning; pride in delivery