



Role profile

Role title	Head of Marketing, Software Solutions (Software)
Location	London or Manchester
Contract type	Permanent
Reporting to	Divisional Marketing Director, Software

Role Purpose

Reporting to the Divisional Marketing Director and working closely with the MD's and SD's for various businesses within the Software division, you will play a critical role in the growth and strategic development of the division.

You will be part of a small innovative, passionate and highly collaborative marketing leadership team supporting the Software division and will drive a team consisting of Heads of Marketing and Marketing Managers, whilst leveraging a central marketing function to help define and deliver our future direction and achieve ambitious growth plans for your businesses, the division and the overarching Capita organisation.

This is a senior position and Software is a key strategic growth area for Capita, hence the role requires a proven, experienced and innovative marketing leader that can build strong working relationships with multiple senior level key stakeholders, whilst prioritising and ensuring rigour is applied to every investment in marketing, driving an unwavering focus on delivering annual KPI's, targets and longer term growth objectives.

You will be confident to operate at strategic level to support both the business and marketing strategy and combine your relevant and demonstrable industry knowledge with substantial experience in marketing, driving and challenging your team to deliver highly effective marketing plans.

Accountabilities and Main Responsibilities

Reporting to the Divisional Marketing Director for Software with dotted line reporting to your business Managing Directors, your responsibilities will include:

Strategy and Marketing Management:

- Providing divisional business strategy/business planning support including commissioning of research, competitor analysis and facilitating engagement with industry analysts to support in the scoping of new markets and territory opportunities
- Working with key stakeholders, central marketing services and external suppliers to define GTM plans for new market areas and working with the Brand and Channels Director to define market making activities that will compliment and leverage any wider Capita market approaches
- Facilitating workshops to help identify new propositions, persona's, audience segmentation and build go to market plans for new market sectors
- Guardianship of the marketing strategies and supporting activity plans for your business areas; working with your team to utilise defined processes to identify strategy, tactical activity and finances for each business and working with your business stakeholders to ensure timely approvals and implementation
- Ensuring appropriate KPI and objective reporting and ongoing monitoring and management to optimise our ROMI
- Providing support and mentorship to a team of Marketing leads, supporting their business engagement, personal development, careers paths and effectiveness in their day to day duties
- Driving a connected Sales/Product and Marketing approach within the business, in order to optimise intelligence and information sharing, to inform business growth and ensure timely and coordinated marketing planning across your team
- Working in conjunction with the key stakeholders across Capita that are relevant to your business solutions, to support them in understanding and defining their propositions and the most effective representation of your solutions in order to identify opportunities to pitch technology solutions in unchartered industry sectors
- Championing our Marketing Playbooks and Sales Playbooks to ensure due adherence to processes and reporting in support of a fully measured and metricised marketing function
- Liaison with the corporate PR team on activities to support the businesses, helping to identify and manage implementation of PR opportunities throughout the course of the year as well as liaising on any incident or key issue PR, ensuring timely briefing, stakeholder engagement and ongoing liaison to resolution
- Support of financial planning, forecasting and relationship of spend to return on investment. Ensuring activity is fully measured and the marketing budgets are achieving desired ROMI.

Management Reporting:

- Monthly reporting to the Divisional Marketing Director, SMT and business stakeholders – reviewing and evaluating activity plans, reporting on value/ROI and championing best marketing practices or new marketing initiatives
- Monthly financial management and marketing activity reporting
- Working with your marketing leads and the Resource Manager to accurately forecast resource requirements and to ensure the smooth ongoing management of the marketing resources available, showing appreciation and consideration of the wider team priorities and targets
- Monthly marketing team and management meetings; sharing best practice, sharing

barriers and discussing how to resolve them, identifying where we could

Key Skills and Experience

- Strategic thinker with commercial acumen that will ensure value at both business strategy and marketing strategy levels
- Seeks and identifies, across-businesses and functions, opportunities to improve business performance and results
- An ability to persuade and influence to build quality collaborations with business stakeholders and partners
- Can clearly articulate ideas and plans to a variety of audiences and through different mediums – written, presentations, meetings
- Adapts personal style to individual circumstances in order to build trust, understanding, common ground, and commitment
- Credible - solid understanding of marketing principles and excellent people management skills, established experience and proven, demonstrable track record, from a relevant background
- Sound judgement - reaches sensible and appropriate decisions based on the available evidence and situational context
- Flexible and adaptable to a constantly transitioning environment – seeing change as evolution
- Thinks logically and analytically, linking business objectives, to marketing objectives, to marketing plans
- Commercial awareness to maximise the value derived from marketing initiatives with a constant eye on numbers and KPI's
- Confidence, independence and assertiveness to manage stakeholders and remain true to the appropriate use of marketing resource
- A strategic eye with an ability to deliver on short term requirements whilst maintaining an allegiance to the goals of the longer-term strategy
- A passion for marketing and its ability to impact business growth and reputation
- Pioneering qualities and an Inquisitive nature with a natural propensity to keeping updated with industry knowledge
- Inspires commitment and mobilises people towards a common goal through rational and emotional engagement
- A strong and proven track record in demand generation approaches and techniques coupled with a constant desire to review and refine
- Ability to manage effectively using a matrix team approach, coupled with strong people and interpersonal skills with the ability to effectively communicate and influence at all levels
- Self-motivated with an ability to work within a wider team environment as well as work autonomously where necessary, and see tasks through to completion
- A natural propensity to coach and develop team members and promote best practice
- Proficient in financial management and attention to detail
- Strong written and personal communications skills
- Flexibility for travel and overnight stays and to work longer or alternative hours on occasion
- Full driving licence