

Job Description

Job Title	B2B Marketing Manager
Department	Marketing
Reporting To (Job Title)	Head of Marketing and Creative Services
Responsible For (number of reportees)	0
Date of Issue	26 September 2024
Benefits	Salary: £42k Pension: (7% employer contribution) Life Assurance Private Healthcare Generous holiday and sickness allowance
Location	Your place of work is Holly House. There is an expectation that you will spend 40% to 60% of your working time at Holly House.

Role Purpose

The B2B Marketing Manager is responsible for developing and executing effective marketing strategies to drive revenue growth and brand awareness via effective and creative lead generation of partners, trusts and funders. This role will collaborate closely with the Business Development (BD) teams and Marketing to ensure that strategies align with the Trust' overall business objectives.

Key Tasks and Responsibilities

- In close collaboration with the BD team, develop and manage the B2B marketing strategy and activity for the Trust, to support recruiting of new partners, trusts and funders alongside retention of existing funders.
- Understand and grow the Trust's main audiences. Form working groups with BD to keep up to date with key trends and conduct market research to identify target audiences, industry trends, and competitor activities.
- Manage key funder comms channels such as the partner newsletters and B2B specific social media marketing collateral.
- Partner with BD on organizing events targeted as an area of growth for new business, brand recognition and market research. Creation of PR and marketing material to support the event.
- Develop and implement marketing specific lead generation strategies to attract and nurture qualified leads.
- Develop fundraising materials – presentations / brochures etc. – to support winning new funders (corporate, public sector or third sector). Become the conduit for the creation of materials to support Business Development.
- Drive a connected and collaborative marketing approach within The Trust; in order to optimise intelligence and information sharing, to inform business growth and ensure timely and coordinated marketing planning.
- Track and analyse marketing performance metrics to measure ROI and identify areas for improvement.

<ul style="list-style-type: none"> Support the Trust’s digital presence with content for the website and social media, including managing LinkedIn and the partner section on website.
<p>Key Deliverables & Results</p> <p>To drive strategic business to business partnership marketing activity via engaging and innovative campaigns, resulting in enhanced brand visibility, and increased lead conversion.</p>
<p>Key Relationships</p> <p>Marketing & Creative Services Business Development Leadership Team Senior Leadership Team Programme Heads</p>
<p>Safeguarding responsibilities</p> <ul style="list-style-type: none"> Be aware of and ensure strict compliance with the Trust’s Safeguarding policies and procedures and Code of Conduct. Report any safeguarding concerns, no matter how small. Undertake all safeguarding training as directed.
<p>Data security responsibilities</p> <ul style="list-style-type: none"> Maintain confidentiality of data and information that is sensitive to the Company, in line with Company policy and the Data Protection Act. Be aware of responsibilities under the requirement of the Data Protection Act 2018 and ensure strict compliance with the Trusts Data Protection policies and procedures. Minimise the risk of data security breaches by ensuring all Trust confidential data is handled and processed securely. Report all data breaches immediately so that swift containment action is taken. Undertake all data protection training as directed.
<p>Health and Safety Responsibilities</p> <ul style="list-style-type: none"> Be aware of and ensure strict compliance with the Trust’s Health and Safety policies and procedures. Take a proactive approach to managing their own and others Health & Safety. Take reasonable care of own and others personal health and safety when carrying out the Trust’s activities. Report any potential health and safety risks or hazards to line managers. Undertake all health and safety training as directed.
<p>Standard Requirement of all positions</p> <p>All employees are required to:</p> <ul style="list-style-type: none"> Be flexible in their duties/responsibilities and perform other duties which reasonably correspond to the general character of their job and their level of responsibility. Adhere to all Company’s policies. <p>All employees must be willing to live The Smallpeice Trust Values and Behaviours:</p> <ul style="list-style-type: none"> ○ Boldness: <i>We are bold in our ambition</i> ○ Excellence: <i>We demand more of ourselves than our stakeholders do</i> ○ Safety: <i>Safeguarding Young People is our number one priority</i> ○ Togetherness: <i>Together we can achieve more</i>

Person Specification	Essential (Yes/No)	Desirable (Yes/No)
Experience: (minimum needed to be able to undertake the role)		
Significant experience in a Marketing with a B2B focus	Yes	
Strong understanding of marketing principles and best practices	Yes	
Marketing Strategy writing and implementation	Yes	
Excellent presentation skills	Yes	
Compelling copy writing for a wide range of audiences	Yes	
Ability to work effectively in a fast-paced environment	Yes	
Experience of working across multiple projects	Yes	
A collaborative Team Player	Yes	
Track record of delivering impact via social media and creative marketing		Yes
Strong analytical skills and ability to interpret data		Yes
Knowledge of Google Analytics		Yes
Experience with CRM and mailing software		Yes
Able to demonstrate use of CMS		Yes
Production of general marketing materials (newsletters, reports, online and social content)		Yes
Ability to demonstrate some experience of engaging with schools, teachers, universities		Yes
Implementing software and processes for efficiency		Yes
Qualifications/Technical Training/Professional Membership		
Full driving license and able to travel, including overnight stays and out of hours working when necessary	Yes	
IT proficient, experience of Microsoft Office (Word, Excel and PowerPoint) suites	Yes	
PR or other relevant qualification – or equivalent experience		Yes
Ability to use Adobe Suite or other design software		Yes

Essential Skills must be satisfied at Application/CV stage to be selected for Interview.

Desirable Skills should be used as a tool to distinguish between applicants to select for Interview.

The Smallpeice Trust

The Smallpeice Trust is an energetic and independent educational charity that exists to address the shortage of engineers in the UK by engaging and inspiring young people aged 9 – 18 to choose pathways that can lead to a career in engineering. Our vision is to inspire increasing numbers of young people to acquire Life, Leadership and Engineering skills, in order to increase the number of engineers in the UK, in order to enable society.

The Trust has a specific focus on widening the engineering talent pipeline through the engagement and inspiration of student groups currently underrepresented in engineering e.g. females and less advantaged students.



Endowed in 1966 by Dr Cosby Smallpeice, a self-taught engineer, The Smallpeice Trust has a reputation for delivering professionally executed engineering programmes for young people, including Arkwright Engineering Scholarships, residential courses, one-day STEM events, and engineering projects. Our programmes are made possible through support (both financial and non-financial) from private, public and third sector partners. The Trust is undergoing a digital transformation, with extensive programme development underway in order to ensure the Trust can achieve its vision in new and innovative ways.

“Scientists study the world as it is, engineers create the world that has never been “
- Theodore von Karman

For more information visit <http://www.smallpeicetrust.org.uk>

Please note this job description is not designed to cover or contain a comprehensive listing of activities, accountabilities or responsibilities that are required of the employee for this job.

The Company reserves the right to alter or amend the job description, duties, responsibilities, and activities at any time with or without notice.

I confirm my acceptance of the above Job Description:

Employee Full Name (BLOCK Letters):

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Employee Signature:

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Date: