

JOB SPECIFICATION - HEAD OF MARKETING & ENGAGEMENT

THE COMPANY

Powerscourt is an award-winning independent strategic communications consultancy. From our offices in London and Dublin, we provide trusted advice to the world's top companies on critical business issues.

We have earned a reputation for delivering an outstanding service to both public and private businesses. Some of the biggest companies in the world rely on our advice to safeguard their reputations.

Powerscourt has a very collaborative and sociable culture with a diverse team including a mix of seasoned journalists, bankers, lawyers and communications experts who provide our clients with the experience, insight and creativity that sets us apart.

We advise companies across a broad range of services, including financial and corporate communications, crisis and issues management, political affairs, sustainability and campaigning. The team has specialist industry expertise in consumer industries, industrial services and capital goods, financial services, healthcare, housebuilding and real-estate and TMT.

Powerscourt have grown rapidly in recent years, with expansion into new services and industry areas, having won a large number of high profile retained and project clients.

THE ROLE

Fast-growing strategic communications agency seeks an outstanding Head of Marketing & Engagement to help shape the ongoing development of the business.

Powerscourt is looking for a Marketing specialist to establish and build our new marketing function, to enhance our position in the marketplace, and drive brand engagement. The marketing function will harness a variety of channels, both traditional and digital, to help the firm's client teams win new business and retain/ grow existing client relationships.

This role will work closely with Powerscourt's CEO, Partners, Directors, and Digital Strategy Specialist, to play a leading role in the creation and articulation of the firm's marketing strategy. The role will also manage the day-to-day planning, execution, measurement, and optimisation of campaigns across all social platforms, digital marketing, search, CRM, and events. Working with Powerscourt's client consultancy teams, you will also help manage external collateral, award entries, and sector marketing plans.

Play a leading role in driving a new marketing function which makes Powerscourt stand out from its competitors and supports the business's efforts to generate new business and keep clients engaged. The role is both strategic and hands-on, with a particular focus on audience targeting and engagement strategy, CRM, digital marketing, search, social media, events and pitching. The role will suit a self-starting marketing generalist with a background in a PR & comms agency or other professional services, and a desire to be part of a fast growing, highly rated consultancy.

KEY RESPONSIBILITIES

Marketing Strategy and Planning

- In conjunction with the SMT, develop a marketing strategy and high level activation plan, ensuring consistent content and tone across all communication
- Review marketing budget for the firm
- Assist teams in developing individual marketing plans

Events

- Project manage all Powerscourt events (c. 10 per year)

- Ensure consistent, quality, budgeting, delivery and follow up on events with a focus on tangible return on investment

Awards

- Oversee awards calendar entries
- Manage to ensure consistent entry quality

Powerscourt Collateral

(i) Content

- Creative approach to delivering regular Powerscourt content such as newsletters, marketing mail-outs etc.
- Managing consistency of Powerscourt tone of voice across all channels

(ii) Website

- Work closely with our web and design specialist to ensure our website content and analytics is embedded into our wider marketing strategy

(iii) Social Media

- Work closely with our social and digital media specialist to devise the social media strategy for the company ensuring that Powerscourt is utilising these channels (Twitter and LinkedIn) effectively

Digital Marketing

- Help manage Powerscourt's visibility in search and on digital networks in order to generate brand exposure to potential clients.

Networking and Business Development

- Work with Partners to develop marketing and contact programme for the business
- Work with teams to develop personal marketing and contact programmes

CRM

- Review CRM system (HubSpot) and current usage
- Ensure CRM at the heart of all marketing communication and follow up

Note the above responsibilities are not exhaustive and the incumbent may be required to undertake further tasks as may reasonably be expected.

THE PERSON

Key attributes and experience required for this role:

- A digital first marketer with direct, recent experience leading multi-channel marketing activity driving customer engagement preferably in a consumer, agency or professional services environment
- Confident, driven and ambitious - you will relish the opportunity to do something different
- Strong understanding of all social media platforms with practical experience of planning and executing on behalf of a brand
- Substantial experience in devising and implementing SEO and digital advertising strategies with the ability to work with modest budgets to gain traction
- Practical, in depth understanding of CRM from data management to creative execution
- Strong experience of marketing technology tools, including the leading social media platforms' analytics tools as well as CRM measurement
- Commercial and sales orientated, you will feel at home with sales, networking and influencing techniques
- Well organised with the ability to manage tasks in a fast-paced, demanding environment
- Excellent attention to detail
- Agile with the ability to think strategically and tactically

Powerscourt is an Equal Opportunity Employer and we welcome and encourage diversity in our workplace.

- Experience building and managing budgets
- Excellent leadership, communication and influencing skills
- Ideally some experience building brand propositions and expressions
- You will have an interest in how the City of London works; at best you will have worked in it at some point
- Impeccable writing skills and ability to write copy for a variety of platforms and audiences
- A sharp eye for quality and aesthetic
- Ability to work independently and as part of a team

TO APPLY

Please send your cv together with a cover letter explaining your interest in the role to hr@powerscourt-group.com.