

## JOB SPECIFICATION - CLIENT ENGAGEMENT & MARKETING DIRECTOR

### 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

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

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 for existing and new clients. The role will manage the planning, execution, measurement, and optimisation of events, digital marketing, search, CRM, and campaigns across all social platforms. Working with Powerscourt's client consultancy teams, you will also help manage external collateral, award entries, and sector marketing plans.

The successful candidate will play a leading role in driving a new Client Engagement & Marketing function, enabling Powerscourt to stand out from its competitors, maximise engagement and opportunities with existing clients and generate new business from new prospects.

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

#### Strategic Planning & Delivery

- In conjunction with the SMT, contribute to Powerscourt's client engagement and marketing strategy and high-level activation plan
- Manage the delivery of this strategy, evaluating impact and identifying the most successful approaches
- Manage our client communication programme, ensuring optimal timing, and consistent content and tone across all communication
- Deliver engaging communication campaigns that meet client retention targets

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

- Collect, interpret and act on data to establish which engagement and marketing activities give the best return, and where resources should be focused
- Review and own the marketing budget for the firm, recommending where key spend should be directed for the best return
- Assist teams in development sector-focussed marketing plans

## **Client Engagement**

- Review key engagement points and methods in the client journey
- Drive cross-fulfilment of business across Powerscourt, particularly ensuring that individual teams are focused on selling additional services across the firm to their clients
- Optimising our use of CRM
- Deliver a consistent, seamless client journey, from onboarding to regular reviews
- Develop a strong omnichannel strategy, ensuring all channels are co-ordinated and convey the same brand message
- Manage requests for client feedback on our services, making recommendations on how we can act on feedback
- Work with account managers to identify opportunities to turn our clients into advocates, by encouraging them to share on social media, speak at events, and contribute to our content
- Design and implement initiatives to crystallise to clients how Powerscourt is adding value, both in existing services and opportunities to extend involvement
- Co-ordinate 'client moments' e.g. newsletters, meetings and digital communication, to get more knowledge of individual client needs and opportunities

## **Events**

- Project manage all Powerscourt events (c. 10 per year), working with the Senior Management Team to identify attendees and manage the invitation and planning process.
- Ensure consistency, quality, budgeting, delivery and follow up on events- with a focus on tangible return on investment
- 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
- Where relevant, support new business pitches

## **Awards**

- Oversee awards calendar entries, ensuring consistent quality and content
- Powerscourt Collateral
- 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

## **Website**

- Work closely with our web and design specialist to ensure our website content is consistent with our wider marketing strategy, and informed by analytics

## **Social Media**

- Work closely with our social and digital media specialists on social media strategy for the company, ensuring that Powerscourt is utilising 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.

## **CRM**

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

## THE PERSON

Key attributes and experience required for this role:

- Would suit an aspiring mid-level client engagement and marketing professional, who wants to take ownership of the function, working with Partners and the Senior Management Team, and grow the role and the team.
- Experience of implementing client engagement strategy and process
- Experience of co-ordinating events
- A digital-first marketer with direct, recent experience leading multi-channel marketing activity driving client 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
- 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](mailto:hr@powerscourt-group.com).

## THE PACKAGE

- Competitive salary, dependant on experience
- Excellent benefits package (see Benefits Document on careers page)
- Hybrid working and flexibility on working days in the office
- A fun working environment based in central London