**JOB DESCRIPTION**

**Job Title:** Head of Business Marketing

**Department:** Managed Accounts

**Reporting to:** Sales Director

**Role Summary:**

To be a strong senior leader, driving a cohesive marketing team that delivers business growth by creating and executing marketing campaigns across several business segments with excellent return on marketing investment (ROMI).

**Key Duties & Responsibilities**

* Establish and execute an overall business marketing plan and budget that produces profitable business growth across our B2B operations
* Lead and develop the business marketing team, creating a cohesive team that drives results
* Working with the Sales Director, drive B2B growth, matching or exceeding the strategic plans
* Working with the Directors and the wider marketing teams, drive Novatech B2B brand strategies, ensuring clarity and relevance to target customers whilst also ensuring execution of appropriate branding and messaging in all communications
* Develop the internal understanding and reputation of the business marketing team, enhancing cross-departmental working relationships
* Manage B2B marketing supplier selection and performance as well as the B2B marketing infrastructure.
* Manage the B2B marketing budget
* Lead the planning and execution of specific B2B marketing campaigns including;
	+ Defence and Aerospace
	+ Education
	+ Creative industries
	+ Custom Workstation and servers
	+ VAR and Integrator
	+ Direct to Desk
* Maintain complete marketing alignment with the sales teams and their revenue goals and also the B2C marketing team
* Manage B2B marketing infrastructure including web optimisation, CRM, marketing automation tools, social channels to be best of breed and deliver a high ROI
* Analyse market trends, and develop measures to analyse ROI on all business marketing activity, ensuring that it remains dynamic and effective
* Attend departmental and company meetings and internal/external training as required.
* Demonstrate a duty of care and maintain safe working practices whilst undertaking your working duties at all times.
* Undertake any other reasonable tasks as directed by line management.
* Work flexibly and be receptive and adaptable to a changing environment.
* Consistently demonstrate the values, behaviours and attitudes of a ‘Novatech Ambassador’. At all times act respectfully and professionally, regardless of the situation.

This list is not an exhaustive list of duties and you may be liable to undertake such duties as may be reasonably required of you that are within your capability. This job description will be reviewed on a regular basis and subsequently revised and updated from time to time.

**Person Specification**

Skills:

* A strong sales affinity and ability to build effective relationships between marketing and sales
* Demonstrable ability to measure and improve ROMI in a business environment operating on IT hardware reseller margins.
* A strategic thinker and commercial acumen - good at keeping the big picture in mind whilst driving day to day detail
* Excellent use of standard office tools, deep CRM experience, preferably HubSpot
* Strong knowledge of current and online marketing techniques and best practices
* Good knowledge of web analytics
* Able to manage by influencing and sharing responsibilities in a collegiate environment across a range of stakeholders.
* A collaborative and flexible approach to work, with the ability to think about the wider business in all B2B marketing activity
* Confidence to be a visible leader, who lives and breathes Company values and ethics
* Strong analytical and creative thinking
* An ability to manage a team across a mixture of remote/homeworkers and office-based staff
* Customer orientated approach

Qualifications and Experience:

* Substantial proven experience in a similar senior role, with experience in team management / development
* Proven success in developing and delivering B2B marketing strategies and campaigns
* A relevant marketing degree and/or relevant professional qualification / membership
* Supplier selection and performance management experience, fully integrating external suppliers with an internal team
* Knowledge of PC, Workstation and Server technology is preferable, to be able to engage with Novatech suppliers, customers and team