

# Head of Growth Marketing

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## Job description

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| Location      | Westminster, London (with flexibility to work from home)  |
| Contract type | Full time, permanent  |
| Salary        | £70,000 flexible dependant upon experience  |
| Closing date  | Rolling recruitment   |
| How to apply  | Please send a CV and cover letter to <a href="mailto:jobs@policyinpractice.co.uk">jobs@policyinpractice.co.uk</a> |

## About the role

The Head of Growth Marketing will be responsible for leading the Growth Marketing function and developing and executing a comprehensive marketing strategy that aligns with business growth plans.

This role requires strong leadership and commercial skills, an ability to integrate marketing efforts with product, sales and client services, and a detailed knowledge and understanding of digital, event and content marketing.

The successful candidate will drive a range of marketing led activities to create and nurture leads, build new sales pipeline and provide sales enablement content to help close deals across a range of products and sectors. They will also be responsible for audience growth.

They will manage a small team plus any specialist agencies and contractors required on an ad hoc basis.

## Key responsibilities

### Strategic leadership

- Develop and implement a detailed growth marketing business plan that integrates with the company wide business plan and is broken down into tangible activities, goals and targets across multiple sectors and products on a monthly and quarterly basis
- Ensure the Marketing team supports the overall sales strategy and associated sales and revenue targets across different sectors and products
- Align sales and marketing through enablement and collaboration. Own the development of sales enablement tools and content, from pitch decks and business cases to landing pages and battlecards
- Work closely with the product, sales and client services teams to align marketing strategies with business objectives to drive lead generation and new sales qualified pipeline
- Implement processes to ensure feedback loops are in place from the product, sales and client services teams to continually optimise the marketing plans and provide strong market and competitor intelligence
- Review and report on marketing performance through a range of key performance indicators, ensuring an effective return on investment and continuous improvement through quarterly analysis and data driven decision making
- Manage and mentor the Marketing team, ensuring their monthly activities are linked to clear business goals and detailed key performance indicators
- Actively mentor, develop and retain employees in the Marketing team
- Ensure the Marketing team has the right resources to achieve the agreed business goals

### Marketing funnel and performance

- Build and optimise the full marketing funnel. Be accountable for how prospects move through every stage of the funnel, from awareness to MQL to SQL. Design nurture flows and improve conversion rates, and work with sales to close the loop on lead quality and performance
- Define and activate target audiences and messaging. Refine our ideal customer profiles (ICPs) and build segmented messaging that resonates with buyer needs and motivations. Align closely with product, brand and sales to ensure consistency and impact

- Own funnel metrics and report on performance, analytics and optimisation. Lead reporting on campaign performance, MQLs and pipeline contribution. Use data to inform spend, test channel and content effectiveness, and continuously improve return on investment
- Ensure lead attribution across sales and marketing systems is accurate and that the Marketing CRM is maintained

## Event marketing

- Ensure the events strategy supports the overall sales strategy and targets throughout the year, across different sectors and products
- Create and manage a mixture of third party trade events, owned events, partner events and webinars to deliver the required volume of leads and qualified pipeline to meet sales targets across different sectors and products
- Actively manage the events spend to budget and to deliver an effective return on investment within agreed guidelines

## Digital marketing

- Lead demand generation strategy and execution. Own the planning and delivery of multi channel campaigns that generate qualified leads and fuel commercial growth
- Translate commercial company goals into actionable programmes across paid, owned and partnership channels
- Oversee the management and optimisation of the company's website, ensuring SEO best practices, accessibility and site performance
- Collaborate with digital and engagement marketers to bring campaigns to life across the full customer journey
- Ensure landing pages and content are continually optimised and refreshed to support digital marketing and event campaigns
- Ensure appropriate attribution across digital marketing campaigns to identify lead source and support effective return on investment analysis
- Direct, manage and optimise paid ad strategies across LinkedIn and elsewhere, as necessary, to achieve business goals
- Continually grow the size of the target audience by adding and enhancing data in the CRM systems and other platforms such as LinkedIn
- Continually manage and monitor the performance, return on investment and cost per acquisition of any paid ad strategies and budgets

## **Content and social media management**

- Create and manage a detailed content strategy that supports the overall sales and marketing strategies and agreed business targets
- To collaborate with the sales and client services teams to generate case studies and relevant content to support different stages of the sales cycle
- Ensure effective email marketing strategies and campaigns to nurture leads and engage clients
- Manage and oversee social media strategy, ensuring brand presence and engagement across platforms, while leveraging influencer marketing and earned media opportunities

## **Compliance and budget management**

- Ensure all marketing activities comply with industry regulations, best practices and internal policies
- Manage the marketing budget efficiently, allocating resources for maximum impact, and ensuring cost effective use of digital ads, awards submissions and events
- Implement processes to manage and report upon cost per acquisition across different channels and maintain them within defined limits

## **Key performance indicators / success criteria**

The success of this role is measured by the following KPIs:

- Management of marketing spend to agreed budgets
- Volume of marketing qualified leads (MQLs) per month/quarter
- Volume and value of sales qualified leads (SQLs) per month/quarter
- Conversion rate of MQLs to SQLs
- Cost per acquisition of leads by source
- Volume and value of closed won deals attributed to marketing activities

## Person specification

### Essential

- Proven experience in a senior marketing leadership role, with a focus on delivering tangible commercial results against agreed business goals and targets
- Strong track record of delivering marketing plans to budget
- Strong understanding of the B2B marketing funnel and how to optimise for scale
- Strong team and people management skills, with a track record of mentoring and developing high performing teams
- Analytical and commercially minded: able to track performance, optimise conversion rates, and guide channel and spend strategy
- Excellent collaboration and stakeholder management skills across marketing, sales and product teams
- Confident communicator and relationship builder, able to gain trust and influence across functions
- Strong track record of delivering campaigns across digital marketing, social media and content with a focus on delivering new sales pipeline
- Strong track record of delivering successful events and webinars
- Excellent communication and stakeholder management skills, with the ability to work cross-functionally with sales, client services and policy teams
- Detailed experience of SEO, Google Analytics, LinkedIn Ads and Google Ads
- Knowledge of WordPress, Active Campaign, CRM and marketing automation tools
- Interest in using technology and data to drive social impact

### Desirable

- Experience aligning brand, product and impact messages across customer journeys
- Experience in the public sector, policy, or social impact marketing
- Experience managing large scale events, webinars, and influencer campaigns
- Familiarity with partnership based lead generation and award submission processes
- Experience working in an agile marketing environment with a focus on continuous improvement

## About Policy in Practice

Policy in Practice believes data and technology have the ability to empower people and change lives. Our goal is to be the single point of access for all people on means tested benefits, and enable effective public services through citizen centred services.

We aim to reach as many households as possible across the UK. We will do this via growth of existing products in public and private sector organisations, and through expansion into new markets.

Policy in Practice is at a pivotal point as we continue to move from start up to scale up. We have invested in our capability, and development has moved from ideas to prototypes and in some cases to production.

## Policy in Practice's vision and mission

### Vision

We believe data and technology have the ability to empower people and change lives.

### Mission

Empower people via proactive, integrated support.

We will help more people to live better lives using our expertise in social policy, data and technology.

We are transforming the way society supports low income families through citizen centred approaches. We focus on improving how all policy areas, sectors and journeys combined can have an impact on people and their outcomes.

### Values

#### Purposeful and passionate

- We push for opportunities to improve, not just for our clients or for ourselves, but also for the people who need our help.
- We take responsibility. Details Matter. We have a genuine passion to help people, with a willingness to take action.

### Insightful and impactful

- We go beyond straightforward analysis to get to the 'So What?', driving our policy insight and services to deliver impact.
- We think deeply and communicate simply in a way that helps people make the right decisions.

### Respectful and supportive

- We are willing to discuss and debate openly, listening to both sides and relying on evidence and strong relationships to reach shared positions.
- We have each other's back.

## Why work here?

- Working in a thought-leading organisation where you can empower people and change lives.
- Flexible working arrangements with hybrid and remote working available
- Opportunities for quick career progression
- Policy in Practice colleagues say:

*"Everyone is lovely and we do such impactful work. There is a very caring employee culture, and a drive to share expertise."*

*"I appreciate how our work helps shape policies and the supportive team environment here encourages everyone to grow. Flexible working options make it easier to balance life and work and our inclusive culture makes this a welcoming place to be."*

*"The work is extremely meaningful and translates directly into tangible benefits."*

## How to apply

Please send your CV with a cover letter that clearly outlines your suitability and your interest in the post to [jobs@policyinpractice.co.uk](mailto:jobs@policyinpractice.co.uk) as soon as possible.