

# CANDIDATE PACK FOR HEAD OF MARKETING





# WELCOME

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Starfish Search is an executive search business that was created to change the world through human talent and we know that the right change must be driven by the right people. So, in close collaboration with each of our clients, we bring expertise, dedication and fierce commitment to authentic diversity as we search together for tomorrow's leaders. With offices across the UK, we offer a broader regional overview of our sectors and richer, more inclusive connections to the strongest global leaders within the UK and beyond. Whether it's senior leadership talent, non-executive directors or interim managers that you need, Starfish help's our clients to find the right leaders for today's changing world.

We are seeking a dynamic individual who is a pro-active, creative and a highly experienced marketing and communications leader, with strong stakeholder management skills. You will work collaboratively to drive change and support our business as we continue our growth journey in 2024. The role holder will be vital in ensuring we meet the needs of both clients and candidates through effective and engaging communications.





# ROLE PROFILE

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## KEY ROLE REQUIREMENTS:

- The purpose of this role is to lead on the management and evolution of the Starfish brand to maximise stakeholder engagement opportunities, you will be at the forefront of defining and delivering our brand strategy.
- You will also support and enhance the reputation of Starfish with our stakeholders through effective planning, delivery and evaluation of innovative and engaging marketing campaigns.
- Owning the development and evolution of the Starfish brand and ensuring it is applied consistently across all channels (digital and non-digital).
- Planning and executing B2B marketing campaigns to promote the reputation of Starfish and the work that we do with our stakeholders.
- Managing direct reports, spending against brand budget and relationships with our creative agency, Mojo Media and our partners.
- Work collaboratively with the SLT to ensure marketing objectives are met.
- Form part of the SLT and contribute to the strategic direction of the organisation.
- Create a timetable of marketing activity, including coordinating high profile Starfish events, webinars and ensuring Starfish have a presence at key events such as exhibitions and conferences of membership bodies.
- Lead on creating content for influential marketing publications and reports.
- Work with external stakeholders to catapult the Starfish brand, including working with trade press to increase brand awareness.
- Create opportunities for the CEO to propel the Starfish brand.
- Work in coloration with the Head of People on the Employer Value Proposition, to ensure that Starfish is seen as the best place to work within the executive search sector.
- Manage marketing and communication operational activity effectively and to regularly monitor the success of marketing campaigns, reporting against agreed KPIs.



## KNOWLEDGE AND SKILLS

- A degree or professional qualification from an accredited body in Marketing (or similar transferable discipline) OR significant relevant and worked experience in a similar scale role.
- A strong and demonstrable record in working as a positive and highly effective leader of a Marketing function.
- To be able to come up with innovate and creative marketing ideas which are cost effective.
- Proven experience in delivering integrated B2C or B2B marketing campaigns and in-depth working knowledge of leading project and campaign management activity.
- Knowledge of measurement techniques and proving return on investment (ROI) in both digital and traditional marketing.
- Demonstrable experience of working within a robust reporting system, either in-house or with an agency, to ensure transparency and value for money.
- Strong presentation skills, with the ability to speak plainly, clearly and influentially and write to a high standard in English.
- Proven ability to handle marketing budgets to a high level of accuracy.
- Ability to successfully juggle several high-profile activities and display strong risk management and understanding skills.
- Ability to build and maintain positive working relationships, confident working with colleagues at all levels, including senior managers and Executive, and able to effectively manage relationships with external partners.
- To have an affinity with the Starfish values. To have a good understanding of equality, diversity and inclusion and its importance within marketing activities.
- Experience in people management, ability to effectively support, motivate and develop direct reports.
- Experience using Microsoft Office and Teams.

# STARFISH BENEFITS

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## SALARY

Up to £60,000 dependent on experience.

## ANNUAL LEAVE DAYS

25 days annual leave plus bank holidays.

## PRIVILEGE DAYS

Your employment with Starfish includes a number of privilege days:

- 1 additional day's annual leave per year for your loyalty to the company at 2 year, 4 year and 6 year milestones  
And
- Either:
  - 1 volunteer day – if you want to commit to the charity of your choice the company will celebrate and promote your contribution or;
  - 1 wellness day per year – where you can rest, relax and recharge your batteries: perhaps celebrate your birthday.

## SALARY SACRIFICE SCHEME

Starfish Search wants all colleagues to remember there's a big world out there. For our roving colleagues who have big travel plans we offer a salary sacrifice scheme to purchase additional holidays.

Travel fund: When you've been part of our team for five years we will contribute £1,000 towards your next travel adventure.

## MONTHLY LUNCHEON DISCUSSION CLUBS

Our team at Starfish thrives on a vibrant working culture and a strong sense of belonging. We organise frequent lunch clubs to give colleagues time to get to know each other while supporting team and individual development.

## DEVELOPMENT OPPORTUNITIES

Retaining our talent is our number one priority and that means we are committed to your personal and professional development. We will always consider reasonable requests for time off to study and will support training for excellence in our professional disciplines.

## COLLEAGUE RECOGNITION AWARDS

As part of our inclusive social calendar we celebrate colleague achievement with a voucher scheme.

## DAILY TRAVEL SUPPORT

We can offer an interest free season ticket loan of up to £5,000 per year to spread the cost of your annual travel ticket.

## CYCLE TO WORK SCHEME

Stay fit and healthy by cycling in to work! Colleagues who have passed their probation are eligible to participate in our cycle to work scheme.



# HOW TO APPLY

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To make an application, please email your CV and covering Letter to Harpreet O'Brien, Head of People, on [harpreet.obrien@starfishsearch.com](mailto:harpreet.obrien@starfishsearch.com)

The closing date for applications is Sunday 10th March

Starfish Search is committed to equality and diversity. We want to do everything we can to encourage talent from all backgrounds to consider applying for roles with us. If you require any adjustments in relation to our recruitment process, feel free to let us know how we can support.