

# CANDIDATE PACK FOR HEAD OF MARKETING





# WELCOME

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.

Our future Head of Marketing will have real gravitas about them, being a professional within the marketing sphere and they will be comfortable and experienced operating with a dynamic Senior Leadership Team.

# ROLE PROFILE

## 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.
- You will lead on all public relations and external communications for the Starfish brand, helping to further elevate our strong market position within the executive search sector. This will have a strong focus on our media presence.
- 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 longer term, spending against brand budget and building 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 projects 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 Executives, 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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This role is a permanent position, working 22.5 hours per week. Working hours will be flexible across Monday - Friday.

## **SALARY**

Up to £60,000 (pro rata for 3 days per week)

## **ANNUAL LEAVE DAYS**

25 days annual leave plus bank holidays (pro rata for 3 days per week)

## **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.

## **HOLIDAY BUY BACK SCHEME (SALARY SACRIFICE SCHEME)**

Starfish Search wants all colleagues to remember there's a big world out there to explore. 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.

### **QUARTERLY EARLY FINISHES**

Once a quarter colleagues can enjoy finishing their working day two hours early.

### **SMART HEALTH**

All colleagues can benefit from 24/7 access to a GP over the phone or video call. This is in addition to mental health support, second medical opinions as well as wellbeing support including nutrition plans, fitness programmes and online health checks.

### **HEALTH ASSURED**

Starfish colleagues can benefit from the Employee Assistance Programme offered by Health Assured. This provides emotional and practical support to colleagues and includes access to counselling as well as legal advice on matters such as housing and tenancy, property and partnership rights and a wide array of legal matters.

### **PRIVATE MEDICAL COVER**

On successful completion of your probation, you can access individual private medical cover. This includes cashback on dental and optical treatment, outpatient diagnostic test, treatment by therapists and mental health counselling plus other benefits.

### **PENSION**

Starfish will make a 5% employer contribution towards your pension on commencing employment.

# HOW TO APPLY

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 09.00 on Sunday 16th June 2024.

At Starfish we are committed to diversity and inclusion and we will continue to enhance our knowledge, skills and confidence required to attract, recruit, retain and develop disabled colleagues in our workplace.

We want to ensure that disabled colleagues have opportunities to fulfil their potential and realise their aspirations.

We encourage applicants to share information about any disabilities they have and we are happy to put in place reasonable adjustments to support applications and interviews.

