

Strategic Marketing Manager Job Description

Role Purpose:

The Strategic Marketing function strives to be the external market focused, forward thinking ‘eyes and ears’ of CPI. The function supports the organisation with the information and insights to make the right decisions enabling it to achieve its visions, goals, revenue and impact targets.

The role-holder will own market analysis, segmentation and targeting activities, positioning, campaign management for chosen markets, and undertaken options analysis and make recommendations that would support client engagement and income generation activities.

Key Responsibilities:

- To maintain consistent and documented compliance with all relevant Safety, Health and Environmental (SHE), quality and best practice requirements.
- To contribute to the development of CPI’s Strategic Marketing team as an accessible centre of market knowledge.
- To research and analyse market drivers, dynamics and potential customers with a view to identify and develop client opportunities.
- To maintain effective segmentation of markets and make recommendations to enabled targeted business development and bids development activities with effective value propositions.
- To own content generation, value proposition development, campaign planning activities for chosen markets.
- To work collaboratively with business units, consultants, market focused groups, business development, technology and innovation and bids development teams to ensure that they have the information necessary to provide business development and bid focus and inform short, medium and long term strategies.
- To make recommendations jointly with the technology and innovation teams on new and significant capability builds within CPI, leading to creation of future market offerings.
- To undertake analysis for emerging and strategic large strategic programmes to assess potential to progress to development into revenue generating opportunities as directed by the Head of Strategic Marketing.
- To use the appropriate internal communication channels such as the Thematic Councils, CRM, intranet and BU/team meetings to disseminate and communicate market intelligence and other strategic marketing insight.
- To provide market analysis service and commercialisation planning support as part of specific client projects and/or grant funded projects, as directed by the Strategy Director or the Head of Strategic Marketing.

Direct reports: No direct reports

Person specification

Education / Qualifications:

Essential:	Desirable:
Educated to HNC or Foundation Degree level (or equivalent) in a Scientific/Engineering or Business Related (such as Marketing, Economics) discipline plus significant relevant industrial experience Or	

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Educated to Degree level (or equivalent) in a Scientific/Engineering or Business Related (such as Marketing, Economics) discipline plus relevant industrial experience

Competencies and behaviours	
<p style="text-align: center;">Leadership (Influencing)</p> <ul style="list-style-type: none"> • Promotes commitment to CPI's strategy, vision, values, and direction. • Motivates, inspires and build resilience in others by making the vision shareable by everyone. • Rewards and celebrates success with colleagues and teams. • Future proofs work practices. • Trusts others' judgment and demonstrates a willingness to try new things, even at the risk of failure. 	<p style="text-align: center;">Decision Making (Guiding)</p> <p style="text-align: center;">Leads and facilitates a group to a decision from complex, inconclusive or contradictory data, prioritising the needs of CPI.</p> <ul style="list-style-type: none"> • Evaluates options by considering short term consequences and long-term gains. • Uses correct communication method to present a case so that it has greatest persuasive impact. • Is regularly sought out by colleagues for advice and solutions
<p style="text-align: center;">Communication (Influencing)</p> <ul style="list-style-type: none"> • Employs comfortably a wide range of communication styles and approaches to suit different situations and audiences (external and internal stakeholders) in diverse situations. • Builds effective two-way communication channels within the business area and across departments whilst maintaining credibility and securing commitment. 	<p style="text-align: center;">Developing self and others (Enabling)</p> <ul style="list-style-type: none"> • Supports others in their development. • Is personally committed to, and actively seeks, opportunities to improve continuously. • Provides honest helpful feedback to others on their performance. • Insightful about self, strengths and limitations, and how to maximize contribution.
<p style="text-align: center;">Collaboration (Guiding)</p> <ul style="list-style-type: none"> • Displays a collaborative style in day-to-day working whilst motivating others to achieve optimal performance and results. • Develops relationships which facilitate the resolution of complex tasks and can apply different techniques to effectively mitigate any conflict. • Can negotiate skilfully in tough situations with all stakeholders. 	<p style="text-align: center;">Delivery (Guiding)</p> <ul style="list-style-type: none"> • Demonstrates the ability to prepare, gain approval of, refine and update business cases that justify the initiation of a project. • Displays the ability to manage stakeholders, taking account of their levels of influence and particular interests. • Ensures actions and decisions within the team are aligned with CPI's priorities. • Anticipates how team objectives must adapt and stretch to respond to change.

Knowledge and Experience:

Essential:

Desirable:

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<p>Relevant experience of operating within an innovation, research and development environment.</p> <p>Is able to demonstrate analytical skills in a diverse market across public and private sectors.</p> <p>A proven track record of assimilating complex data and synthesising into clear, unambiguous business proposals for decision making.</p>	<p>An ability to create multi discipline coalitions to provide relevant data to inform broad and deep information to develop commercial opportunities.</p> <p>Demonstrable experience in making strategic marketing recommendations to support business development.</p> <p>Relevant experience of working within the market(s) of choice including a working understanding of the key technologies employed in this market(s).</p> <p>Strong networks within the market(s) of choice</p>
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