

## Marketing Business Partner Job Description

### Role Purpose:

The Marketing Business Partner will manage, plan, deliver and evaluate effective marketing communications programmes aligned with and directly contributing to the core business objectives of CPI.

### Key Responsibilities:

- Embrace and role model the desired behaviours to exemplify our Company values, promoting an ethical, positive company culture.
- To maintain consistent and documented compliance with all relevant Safety, Health and Environmental (SHE), Good Manufacturing Practice (GMP), Data Integrity (DI), quality and best practice requirements.

### Role specific responsibilities:

- To work independently with Business Development, Market Strategy, Technology & Innovation Officers, and technology teams to lead and create integrated marketing and communications strategies and demand generation execution plans for diverse audiences, leveraging appropriate channels and routes to market with measurable ROI, KPIs and outcomes.
- To lead the delivery and evaluation of the relevant annual market focussed marketing strategy, aligned to business objectives.
- To lead dissemination work packages for a range of CR&D and partner programmes, including budget management.
- To build a strong network with other teams across CPI and carve out a space to communicate, receive and join-up messaging across a complex organisation.
- To work with and provide best practice advice to senior leaders and act as lead Marketing Communications contact for departments across the business.
- To collaborate with the wider Marketing Communications team to develop impactful marketing materials and multi-media assets for use in campaigns.
- To be accountable for market and segment-specific key message creation and sign-off with internal and external stakeholders.
- To brief and collaborate with the communications team to develop clear and compelling print and digital content and media activity covering a wide range of markets and capabilities to support commercial and partnership objectives.
- To lead the external events programme for each market, segment or project, ensuring they are in line with commercial strategy and devising strategies to maximise return on investment.
- To lead delivery of a range of high-profile hosted events and/or webinars, including development and delivery of communication and event management plans
- To manage PPC, marketing automation and social media platforms to drive integrated marketing campaigns.

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- To define, monitor and analyse data and KPIs for specific areas of marketing activity, providing recommendations to business units and form actionable strategies to increase specific KPIs in line with campaign activities.
- To effectively lead and manage relevant external suppliers and agencies.
- To proactively develop and manage relationships with external organisations and stakeholders.
- To communicate and ensure the implementation of the 'One CPI' brand across all business units in line with organisational identity, branding and PRIDE values.
- To identify new marketing developments, trends, tools and applications to boost the reach and impact of marketing communications activities.
- To actively contribute to a culture of continuous improvement through coaching, mentoring and/or developing direct reports and colleagues across the organisation using marketing expertise.
- To understand and comply with publicity guidance on government and partner-related projects.
- To lead, manage and develop direct reports to ensure they are delivering against a complex set of deliverables relating to projects.
- To regularly work from CPI locations all over the UK, and sometimes travel to UK and international industry events and meetings.

**Direct reports:** No direct reports

### Person specification

#### Education / Qualifications:

Essential:	Desirable:
Educated to Degree level (or equivalent) in a Marketing or related subject.	Marketing/ communication post-graduate qualification.

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Competencies and behaviours	
<b>Leadership (Influencing)</b>	<b>Decision Making (Guiding)</b>
<ul style="list-style-type: none"> <li>• Promotes commitment to our PRIDE values, strategy, vision, and direction.</li> <li>• Motivates, inspires and build resilience in others by making the vision shareable by everyone, and ensuring that teams are purposefully empowered in order to work efficiently.</li> <li>• Rewards and celebrates success with colleagues and teams.</li> <li>• Future proofs work practices.</li> <li>• Trusts others' judgment and demonstrates radical thinking, including a willingness to try new things, even at the risk of failure.</li> </ul>	<ul style="list-style-type: none"> <li>• Leads and facilitates a group to a decision from complex, inconclusive or contradictory data, prioritising the needs of CPI.</li> <li>• Evaluates options by considering short term consequences and long-term gains.</li> <li>• Uses correct communication method to present a case so that it has greatest persuasive impact.</li> <li>• Is regularly sought out by colleagues for advice and solutions.</li> </ul>
<b>Communication (Guiding)</b>	<b>Developing self and others (Influencing)</b>
<ul style="list-style-type: none"> <li>• Personally takes the lead in creating an environment that encourages open and honest communication at all levels in the organisation.</li> <li>• Motivates and influences others via their communications.</li> <li>• Adapts communication style and format recognising individuals' different needs/ motivations.</li> <li>• Communicates corporate message with conviction and enthusiasm, with knowledge and understanding of internal communications messages and branding, and thereby promotes commitment and belief in others.</li> </ul>	<ul style="list-style-type: none"> <li>• Assesses the skills and competence of others within the organisation, and recommends development activities.</li> <li>• Brings diverse people together for collaboration, ensuring that employees are open to new ideas and effective collaboration.</li> <li>• Gives performance feedback in a timely manner on an informal basis regularly.</li> <li>• Actively shares expertise and learning across the organisation.</li> <li>• Takes personal accountability for success or failure of direct reports.</li> </ul>
<b>Collaboration (Guiding)</b>	<b>Delivery (Influencing)</b>
<ul style="list-style-type: none"> <li>• Displays a collaborative style in day-to-day working whilst motivating others to achieve optimal performance and results.</li> <li>• Fosters an inclusive atmosphere throughout their teams where ideas and creativity can thrive and people</li> </ul>	<ul style="list-style-type: none"> <li>• Prepares and maintains schedules for activities and events for projects.</li> <li>• Delegates responsibilities for tasks and decisions to the appropriate staff; sets SMART objectives and monitors progress, fostering an atmosphere of</li> </ul>

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<p>feel empowered to be their whole selves.</p> <ul style="list-style-type: none"> <li>• Develops relationships which facilitate the resolution of complex tasks and can apply different techniques to effectively mitigate any conflict.</li> <li>• Can negotiate skilfully in tough situations with all stakeholders.</li> </ul>	<p>purposeful empowerment in order to allow teams to function efficiently.</p> <ul style="list-style-type: none"> <li>• Researches capabilities and constraints, in advance of a project, which could affect its approach and outcomes.</li> <li>• Holds people accountable for achieving results.</li> </ul>
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### Knowledge and Experience:

Essential:	Desirable:
<p>Significant marketing experience. Experience of B2B marketing.</p> <p>Excellent communication, project management and interpersonal skills with the strong ability to cut through complexity, while managing multiple projects and multiple stakeholders simultaneously.</p> <p>Strong project management, organisation and time management skills with an ability to work to tight deadlines under pressure, with attention to detail.</p> <p>Experience of working with and providing advice to senior members of an organisation.</p> <p>A mix of creative and analytical capability.</p>	<p>Previous experience of working in a similar role in a scientific or tech organisation.</p> <p>Experienced in delivering highly engaging content on a variety of digital platforms including Facebook, Instagram, Twitter and LinkedIn.</p> <p>Solid understanding of digital marketing tools, techniques and best practices.</p> <p>Working understanding of web analytics tools.</p> <p>Understand and experience of marketing automation workflows.</p> <p>Understanding of CRO tools and techniques.</p>