



JOB DESCRIPTION
Director of Group Marketing

NORMAL PLACE OF WORK:

Kings Langley

REPORTS TO:

Managing Director, accountable to Group Board

ROLE SPECIFICATION:

To set the Group's strategic direction for marketing and communications, and to provide guidance and specialist advice to the marketing and communications activities of each Group business. This is a senior strategic role, accountable for strengthening brand discipline, governance, and measurable commercial impact at Group level and across eight distinct, separately branded subsidiaries. The post holder will elevate brand professionalism, standardise core messaging and positioning, optimise planning and delivery across business units, and embed best-practice communications internally and externally.

KEY RESPONSIBILITIES:

Strategic Leadership & Governance

- Build and embed a Group-wide marketing and communications strategy to align with its Vision and Values.
- Develop and enforce group-level brand governance, delivery standards, and campaign frameworks, while respecting individual business branding.
- Support individual businesses providing guidance and direction, while ensuring compliance within the Group framework.
- Act as a key strategic leader, while remaining hands-on where necessary to drive standards and delivery.
- Oversee internal communications across the Group's various communication forums, in collaboration with Group Board and individual Managing Directors.

Commercial Focus & Measurable Outcomes

- Align marketing activity to revenue growth, pipeline contribution, and commercial outcomes.
- Define and communicate a clear service offering.
- Implement a prioritisation framework based on agreed commercial arrangements and group priorities.
- Lead internal engagement to ensure consistent adoption of group brand standards.
- Recognise that some businesses have very different target audiences and client bases, resulting in a wide variety of marketing channels.

Service Delivery & Resource Management

- Oversee campaign planning, execution, and performance measurement at Group level.
- Lead Group level marketing activities such as UKREiFF and other industry functions.
- Oversee and co-ordinate niche/specialist activities such as PR and website development utilising a blend of internal Weston Analytics, Bridgehead staff and specialist associates.
- Ensure transparent cost allocation.

Risk Management & Internal Positioning

- Proactively manage risks around governance compliance, brand discipline, and resource allocation.
- Position the function internally as a commercial growth engine.

Budgeting Approach

- A Group charge covers the strategic role and associated costs, together with Group level activity.
- Each business makes its own allowance for marketing and communications collateral within their budgets (including specific projects such as rebranding).

OTHER ACCOUNTABILITIES:

- Performing any other reasonable duties as directed by line management.
- Initiating continuous improvement in your own areas of responsibility.
- Ensuring you are representing the company and your team at the highest standard at all times.

This list should not be regarded as exhaustive, and the role holder will be expected to deliver other duties relevant and appropriate to the role.

CANDIDATE PROFILE**Essential:**

- Senior marketing leadership experience in complex, multi-brand environments
- Proven track record in building high-performing functions
- Strong commercial acumen with measurable impact on revenue/pipeline
- Experience in shared service or matrixed models; stakeholder management at Board/MD level

Desirable:

- B2B sector experience; construction or related industries advantageous
- Familiarity with internal charging/cost allocation models