



*Forward thinking*  
Straight talking

# ***Senior Marketing & Business Development Manager***

JOB SPECIFICATION

Gateley /

<b>POSITION:</b>	Senior Marketing & Business Development Manager
<b>LOCATION:</b>	Manchester/Birmingham/Nottingham
<b>CONTRACT TYPE:</b>	Permanent

## The *role*

Reporting to the Group Marketing Director and drawing on the expertise of the wider Marketing team, the Senior Marketing & Business Development Manager for the People Platform will lead and develop business development and new business activity across the People Platform which includes the Employment and Pensions teams within Gateley Legal, the pension trustee business Entrust and the private client teams within Gateley Legal. This role will also work collaboratively with the Marketing team within the people advisory consultancy, Gateley Transform.

The role holder will work with the Platform Head and People Platform leaders to strategically plan, deliver and lead value-added business development support ensuring new business opportunities are identified and secured. The strategies and tactics will vary depending on the platform team, their business plan objectives and their go-to-market strategies, including supporting the launch of new products and services.

A key element will be building collaborative and proactive relationships with internal clients across the People Platform and the wider Marketing team. This role requires a consultative approach and a growth mind-set.

### **Key Responsibilities:**

#### Strategy & planning

- Plan, deliver and lead incisive and value-added business development support to the People Platform.
- Provide a sounding board and robust challenge to fee earners on planned marketing activity to ensure it is in line with group wide business objectives.

#### New products & services

- Work with the Platform Head and FE Champions to support the identification and delivery of new products and services to market, particularly those which combine legal and people advisory services.

#### Work winning

- Ensure pitches and proposals are delivered effectively and efficiently, working with the Business Services & People Bid Manager.
- Build effective messaging which can be used in different work winning scenarios and which accurately and effectively reflects the varied strengths of the People Platform.
- Production of sales collateral for specific campaigns targeted at defined contacts and companies.
- Building and maintaining a live pipeline of leads from our marketing and BD events/ activity.
- Coaching and training our FEs to recognise and open up potential new business opportunities.

- Making best use of internal and external data to help identify new client opportunities and to capture the Platform experience in a consistent way, working closely with the BD Analyst.

#### Intermediary management

- Identify and prioritise activities with referrers of work balancing reciprocity with relationship investment.
- Manage third party partnerships to ensure that they are delivering an effective ROI.

#### Events & campaigns

- Ensure every event is targeted at the right attendees with a clear objective and robust follow up, working closely with the Events Team who will deliver the event logistics.

#### Cross selling

- Identify opportunities to cross-sell other parts of the Group to existing clients of the People Platform, working closely with the Client Experience team and other Senior Marketing & Business Development Managers to ensure a joined up, coordinated approach.
- To be aware of and comply with the company's policies and procedures.

This job description is not an exhaustive list due to the requirements of the role. Therefore, the job holder may be required from time to time to carry out other ad hoc tasks as requested.

## The *team*

With 60 people within our Marketing and Front of House teams, we support on all aspects of marketing and business development across Gateley including internal and external communications, bids and sales, client development, events, digital and marketing projects. Winners of the 2020 Excellence in Sales and Marketing Award at the Greater Birmingham Chamber of Commerce Awards and shortlisted in the 2022 Best Marketing Campaign Award at the Managing Partners Forum Awards, the Marketing team at Gateley has more than doubled in size in five years, reflecting the investment that the business has made in attracting and retaining exceptional marketing talent.

We continue to develop and evolve our proposition and are looking for individuals with a 'can do' mentality to join the team.

## The *person*

The role is suitable for those with experience of working in a legal or professional services environment.

- Collaborative and flexible approach, working with marketing colleagues to create marketing products and solutions which deliver the required outcomes, and where possible, exceed client expectations both within Gateley and outside
- Excellent problem analysis, system design, troubleshooting and resolution skills
- Project planning estimation, requirement gathering and business case writing
- Ability to communicate complex marketing concepts to stakeholders with varying degrees of technical understanding

- Extensive experience in Business Development
- Management experience
- Able to build trusted relationships with C-level stakeholders
- Can do' attitude

## The *benefits*

With support, coaching and feedback from some of the most engaging colleagues around our great development and progression opportunities will reward your commitment and loyalty. We offer a competitive remuneration package where you'll be rewarded for your individual performance with an opportunity to receive an annual bonus.

In addition, we have a wide range of learning and development opportunities via our Learn platform to develop new skills and progress your career. Our My Flex comprehensive rewards package includes options covering annual leave (and the benefit of purchasing extra days), cycle to work, critical illness benefit, employee assistance programme, group personal pension, health care, season ticket loan and many more benefits (grade dependent). Finally, with Perks At Work/Home you can select a host of retail benefits that suit your needs alongside a Community Online Academy, free courses for all from fitness to coding to languages to hip hop dance.

## We are *Gateley*

We are forward thinking and straight talking, our approach is to find solutions to the problems that our clients face. Gateley is a legal and professional services group, we are a group of formidable experts in all areas of law and business. Passionate problem solvers, we get our kicks from finding the right answers and getting our legal and business clients where they need to be. We support more than 5,700 active clients, ranging from FTSE 100 companies to private individuals, in the UK and beyond. Being part of Gateley is not just about the expertise that you bring; it's about attitude too.

The 'Gateley Story' is the story of our people and our culture. It is what has got us to where we are today as a successful business and it's the driving force behind the Gateley Team Spirit and the values that have shaped it. We have a set of shared internal values that capture what the Gateley Team Spirit is and this includes five elements that bind us all together as one Gateley: Ambitious for Success, Forward Thinking, Room to Breathe, Trusted to Do and Working Together. Every year across the group, we recognise members of our team that have gone and above and beyond and have lived these shared values. They are recognised at our annual Gateley Team Spirit awards.

## *Diversity, inclusion and well being*

Diversity, inclusion and well being is an important part of Gateley's culture and values. We recruit talented people from a diverse range of backgrounds and cultures, providing equal opportunities for all to join our team regardless of age, sex, race, sexual orientation, disability, or culture.

We create an exciting and rewarding place to work that aims to fulfil everyone's potential and together to achieve personal and business goals. We offer flexible working patterns to help our staff achieve a good work/life balance and we encourage candidates seeking flexibility in their next role to apply for any of our vacancies.

We are proud to have been recognised by The Law Society as gold standard for our Diversity and Inclusion Charter and to be Stonewall Diversity Champions.

## Additional Information

If you are successful in receiving an offer of a role with our company a variety of pre-employment screening checks will be completed. Our screening checks can include but are not limited to your eligibility to work, professional and academic qualifications, any criminal records, your financial stability and references from previous employers. The screening that takes place will be relevant to your role and will vary from role to role.



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