

CAREERS AT CERTSURE

Job Title:	Head of Marketing and Communications
Location:	Certsure operate hybrid working to support a positive work-life balance, which means we're flexible as to where you're located. We have two offices, one in Houghton Regis and one in Chesterfield, and hybrid working allows you to work remotely with occasional attendance at one of our offices when required, or to split your time between regular attendance at one of our offices and to work remotely.
Salary:	Competitive salary plus excellent benefits
Hours:	Full time 35 hours a week. We're flexible as to how we can approach this in a way that works for both you and Certsure, therefore please don't hesitate to contact us for further information, or if you'd like to speak to someone to discuss this in more detail.
Contract:	Permanent
Vacancy Number:	023/028
Closing Date:	19/05/2023

About the role...

We have an exciting opportunity for a Head of Marketing and Communications to join Certsure.

The Head of Marketing and Communications is a key strategic role responsible for the development of successful, long-term marketing and communications strategies for Certsure and its brands. The post holder will be responsible for defining, implementing, and managing the marketing plans and initiatives required to increase retail sales. They will lead the continued transformation within marketing, helping to create a step change in driving relevance and awareness of our brand as well as building relationships and trust with customers and key stakeholders.

The post holder will be responsible for developing and managing strategic marketing plans that deliver the company's commercial goals. The post holder will monitor market and competitor activity to inform product development and pricing strategies, developing and executing marketing initiatives, campaigns and activities that drive brand awareness, increase customer loyalty and generate leads.

Building a strong online presence the post holder will lead a content led communications strategy, planning and executing all aspects of public relations, media relations, corporate communications and reputation management. Also responsible for developing internal communications strategies and providing guidance on external communications.

The post holder will partner closely with senior leaders to support the communication of strategic priorities, key transformation initiatives and business performance, driving staff engagement during a period of significant change. They will drive the communications capability across the organisation through the introduction of innovative communication channels and self-service tools, enabling strong change, team engagement and authentic two-way dialogue. Working with the business and the team, the post holder will shape and drive the implementation of this approach.

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This is an executive role, providing leadership that elicits a culture of care and high performance and works collaboratively with the Operational Leadership Team (OLT), to deliver Certsure's strategy under the guidance of the Strategic Leadership Team (SLT).

In this role, the successful candidate would be working remotely from their home with the requirement to attend our Head office in Houghton Regis, Bedfordshire, as and when required. Such attendance to the office, will be as required by your manager (for example to complete any training that may be necessary for Induction, to integrate into your new team, attend meetings; and to complete such tasks required in the office etc.) You'll be provided with the necessary IT equipment to support remote working. More information on the hybrid working module, can be discussed with the hiring manager.

About the company...

Certsure offers industry-leading certification services, Building Regulations schemes, products and support to the construction industry.

We are dedicated to providing professional services and certification to a wide range of customers across the building services sector. Our products and services are delivered through the marketing-leading brand NICEIC.

Quality is the foundation of everything we do and as a result, many of our products are Government-recognised and United Kingdom Accreditation Service (UKAS) approved. From the technically excellent assessors to service advisors who really "get" our customers – we are always on the lookout for talented people to join our team.

We aspire to have a diverse and inclusive workplace, and as an equal opportunities employer, Certsure is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

What you'll be doing...

- Define and develop Certsure's Marketing and Communications strategy with a focus on driving brand equity and commercial growth.
- Develop and execute comprehensive marketing plans to achieve company objectives, generating effective campaigns using traditional, digital, and social media channels
- Analyse market and competitor trends to identify new opportunities for growth across product development, pricing and promotional activities, staying ahead of industry trends
- Develop and lead a robust approach to planning, reporting and optimisation across the team, leveraging all available market, audience and competitor insights and digital analytics.
- Drive data-led decision making across all marketing activities, ensuring the setting of KPIs, benchmarking and regular reviews of reach, engagement, impact, and return on investment.
- Work collaboratively with the wider Operational Leadership Team to identify opportunities for growth, developing new propositions and go-to-market strategies to capitalise on market opportunities and competitor activities.

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- Drive a high volume, fast paced, best-practice team to deliver excellent customer service at all times, monitoring customer feedback to identify and respond to trends in customer experience
- Identify, develop and implement appropriate responses to competitor marketing practice and to policy initiatives, maintaining and initiating consumer and communications research alongside stakeholder and horizon scanning.
- Working with the Senior Leadership Team, develop and build our employer brand while driving forward existing employee engagement during a period of significant transformational change.
- As the senior brand guardian develop and lead strategies to enhance our brand with key audiences in addition to developing robust crisis management processes and communications plans in support of the wider business and SLT.
- Deliver a highly effective marketing effort across all channels and platforms and strive to improve performance and return on investment year-on-year.
- Act as internal communications business partner to the SLT – advising on best practice, and ensuring consistent and impactful leadership visibility while overseeing the development and delivery of impactful internal communications campaigns.
- Develop, implement and manage integrated communication plans to support the company's business objectives.
- Manage day-to-day public relations activities, including media relations, press releases, speaking engagements and events.
- Develop and execute strategies to positively influence the company's reputation across various stakeholder groups.
- Create internal communication initiatives to ensure employees are informed about company initiatives.
- Monitor industry news to identify opportunities for proactive media coverage and provide guidance on external communication activities.
- Collaborate with other departments to ensure consistent messaging.

What we're looking for...

- Educated to degree level or equivalent in Marketing and Communications disciplines, with a demonstrable commitment to Continuous Professional Development and full membership of a relevant professional body.
- Demonstrable leadership skills with significant experience working within a senior management/leadership marketing and communications role.
- The ability to demonstrate clear examples of developing and implementing performance driven marketing and communications strategies.
- Expertise in strategic planning with proven ability to build winning strategies and operational plans.
- Experience of leading complex, high profile change, transformation and innovation, with demonstrable qualities as a lead change agent.
- Ability to influence and challenge senior key stakeholders and champion change.
- Experience of proactively managing risk and crisis communications.
- Experience of creating and managing department budget and demonstrate commercial ability to identify and implement areas for cost saving.
- Proven experience in building customer engagement strategies, using digital channels to drive business growth.

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- Strong understanding and experience of Ecommerce, Digital and CRM tools and strategies to attract and retain customers through the customer life cycle.
- An inspirational leader who is able to attract, retain and engage talent, creating a clear focus for the team, motivating and inspiring them to stretch performance.
- A strong track record in developing content strategy and deploying multiple channels to build brand profile and market reputation.
- Excellent business acumen.
- Strong communicator at all levels.
- Experience of managing sizeable budgets.
- Ability to inspire and engage people, maximising their enthusiasm, commitment and ability to deliver business performance.
- Ability to work collaboratively across all areas of the business.
- Delivers and encourages a high-performance culture.
- Ability to coach and mentor people, helping them to become the best that they can be.

What we offer you...

- 25 days annual leave (pro rata for part time)
- Up to 3 flexi-days each year (pro rata for part time)
- Special domestic leave of up to 5 days each year (pro rata for part time)
- Learning and development opportunities
- Pension scheme
- Life Assurance
- Private healthcare
- Employee Discount platform
- Loyalty days
- Loyalty awards
- Employee Recognition
- Refer-a-friend scheme
- Free eye tests
- Bike loan scheme

Find out more about us...

Websites: www.certsure.com or www.niceic.com

Twitter: @officialNICEIC

LinkedIn: <https://www.linkedin.com/company/niceic>

Facebook: <https://www.facebook.com/NICEIC/>

Instagram: <https://www.instagram.com/officialniceic>

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How to apply...

If you think this is the job for you, then we'd be delighted to hear from you!

Please send your CV and a covering letter to vacancies@certsure.com.

We're unable to respond to all applicants due to the high volumes of CVs we receive. Therefore, if you don't hear from us, unfortunately this means you've been unsuccessful on this occasion.