



## Marketing Capability Directors

### Key responsibilities include:

1. Client Development:
  - Lead relationships with large, often complex clients
  - Lead/support key projects across the 3Ds (Diagnosis, Development & Delivery)
  - Lead diagnosis and assessment of client marketing capability needs
  - Design Marketing Excellence programme strategies
  - Develop leading edge tailored marketing processes, tools and techniques
  - Conduct benchmarking studies of world class marketing practice
  - Develop brand marketing case studies
  - Design blended marketing learning programmes and toolkit materials
  - Write, design and produce practical, user-friendly marketing toolkits & intranet sites
  - Prepare training workshop materials and exercises
  - Lead and facilitate marketing workshops and learning sessions
  - Evaluate programme effectiveness and learning
2. Business Development:
  - Implement client development activity on all client business
  - Contribute proactively to new Knowledge/IP development across the 3Ds
  - Carry out a specified Functional team role
  - 60% of time spent on fee generating work
3. People Development:
  - Lead, inspire and motivate client/project teams
  - Coach and mentor Associate Directors on client/project teams
  - Provide personal support to Hub members and peer group
  - Contribute towards a positive and supportive team spirit

### Candidate Profile and Key Attributes:

- A graduate or of graduate calibre
- Blue chip background with marketing managerial experience at the level of Senior Marketing Manager or Marketing Director
- Expertise and experience across a number of marketing areas i.e. Insight, Marketing Strategy etc
- Leadership experience within previous roles
- Experience across industry sectors and/or breadth in consultancy is ideal, but not essential
- Preferably worked in a multinational environment
- Demonstrate (even if they don't have first hand experience) an understanding/appreciation of how to manage clients effectively
- Strong conceptual and analytical thinking
- Strong communication and facilitation skills
- A passion for brands and the development of people
- Pro-active in their approach. A self starter
- Responsive, inclusive management style
- Bright, intelligent and inspiring



BRAND LEARNING

- Attention to detail and accuracy
- Passion for quality and highest levels of service
- Innovative (creative, able to challenge, improve)
- Positive, energetic team player
- Flexible with a positive 'can-do' attitude
- Compassionate, sensitive and totally trustworthy
- Prepared to roll up their sleeves and get stuck in