

# Here.

## PARTNERSHIP & MARKETING LEAD

### About the Business Strategy & Impact Team:

The Business Strategy & Impact team is dedicated to driving the achievement of the company's business goals through strategic planning and effective execution. This team plays a pivotal role in shaping and conveying the brand's message, ensuring that marketing efforts are aligned with the company's objectives, philosophy and mission.

### Who you are:

A strategically minded and business savvy team player. Charismatic and persuasive, you have the ability to own the room, and drive momentum. You thrive in networking environments and building a rapport with others, creating strong relationships with unwavering persistence. A clear communicator, you articulate ideas effortlessly, ensuring everyone is aligned and motivated. You are highly organised, and work collaboratively to bring people together to achieve company goals and create outstanding results.

### Experience:

You bring a wealth of experience in developing and executing strategic marketing initiatives that drive brand awareness and growth. You have demonstrable experience with content creation management and best practice. You can speak to a variety of successful strategies that you have employed to drive audience reach. You have a proven track record of building and nurturing strong partnerships, leveraging these relationships to enhance brand visibility and achieve business objectives. Your experience in negotiating and managing contracts, along with your strong analytical skills, enables you to optimise partnerships and deliver measurable results.

### Why you are Here:

Your direct involvement with partnership management and marketing strategy positions you as a key driver of growth and innovation at Here. You work to enhance the Here brand's visibility, reputation, and engagement across various channels, leveraging market insights and innovative strategies. By focusing on cohesive brand communications and impactful marketing initiatives, your work aims to strengthen the company's market position, foster customer loyalty, and drive sustainable growth.

Your focus is on building active, reciprocal partnerships for Here and embedding a relationship-first approach to new business development. You focus on creating and executing marketing campaigns that amplify the brand's message, engage target audiences, and increase brand loyalty. Your role is vital in expanding the company's reach, fostering strategic alliances, and driving both short-term and long-term business goals.

- You have a solid understanding of Here's mission, philosophy and strategic objectives for the future. You act as an ambassadors for Here's philosophy of Beautility and mission of making good choices desirable and lead with that mindset.
- You work both independently and in collaboration with the Brand Team to create and implement compelling content strategies for our website; social media; case studies and press packs (our "channels") that link back to our company mission and resolve strategic business needs.
- You take the lead on managing and organising the programming of each "channel" ensuring frequent, considered activity and work closely with our Client Services Team to align these with client launch plans.
- You are adept at identifying prospective clients challenges and relevant opportunities whilst organising targeted outreach to brands based on our new business objectives, confidently presenting Here with clear articulation of our offers & philosophy.
- You take ownership of all sales pipeline processes and systems via our CRM: keeping the programme updated with all incoming and outgoing enquiries, ensuring all prospect and sales information is recorded accurately, and managing all steps of the sales process from opportunity to closure.

- You build and nurture reciprocal and strategic client and collaborator partnerships and foster implicit trust, leveraging these relationships to enhance brand visibility and achieve business objectives.
- You build and nurture relationships with event planners and target journalists (design editors, creative, branding and trade press) and lead all media relations including pitching features, profiles, opinion pieces and speaking opportunities.
- You work closely with the Director of BS&I to manage other marketing channels and "fame" opportunities; including PR, award entries, marketing, event planning, speaking & panel events.
- You share your experience, insight and solid understanding of Here's mission, philosophy and strategic objectives whilst actively representing Here at key industry events to raise Here's profile and connect with potential partners.
- You are committed to maintaining and demonstrating a detailed awareness of relevant industry trends, consumer behaviour, best practice and emerging technology, you continuously seek innovative ways to connect with target audiences and maximise ROI.
- You support the Director of BS&I to set and manage the Partnerships and Marketing budgets and internal resource, are ambitious in meeting financial and growth targets and regularly report their status to the Director of BS&I and Head of Finance.

### Technical Skills:

- Audience research and mapping
- Analytics / Key words and SEO optimisations and management
- Confident and persuasive negotiator
- Adept production and project management skills
- Robust timeline management
- Financial acumen
- Expertise in the use of CRM and CMS
- Expertise in the use of scheduling software

### Place in the team:

Reports to Director of Business Strategy & Impact. You are a proactive self-starter and work fairly independently however you work collaboratively with colleagues from across the organisation in order to produce assets and collateral.

You are a member of the Brand Team, our commercially focused brand ecosystem that builds robust commercial approaches, creates a magnetic reputation and articulates our point of difference.

You contribute thinking and ideas to the business via the Brand Team and via Beautility Days (community building, internal reporting days).