

Marketing Strategy Lead

Aberdeen / Hybrid / Remote | £44,000 – £65,000

Are you an innovative marketing leader who thrives on getting under the skin of complex client challenges, dreaming up creative strategies and campaigns that hit the spot, and working with a brilliant team to make them a reality?

Aspect, the strategic communication consultancy, is looking for an experienced, creative and inspiring Marketing Strategy Lead to join the company as a member of the extended leadership team.

Reporting to and working closely with Jenny Adams, Communication Director, you'll transform challenging client briefs into innovative strategies, impactful campaigns and beautiful content that deliver results and exceed expectations.

You'll see the bigger picture and be able to roll up your sleeves and deliver. You'll have a strategic outlook and mindset, strong commercial capability and a clear track record of successfully presenting your big ideas with poise and passion.

You'll be client-facing, growing existing client accounts, while identifying and targeting new clients across a range of sectors, preparing high quality proposals and delivering winning pitches to support Aspect's profitable growth.

About Aspect

We're strategic communication experts. Our talented core team and global network of experienced associates and partners provide tailored advice, creative solutions and targeted campaigns that propel our clients onwards and upwards to future success. We've all held senior in-house communication and marketing roles, so we see things from our clients' perspective. We don't just come up with great ideas and strategies, we roll up our sleeves and deliver.

We're a passionate and professional team who thrive in complex, issue-rich environments. We combine our extensive in-house experience with external consultancy expertise to deliver objective strategic communication advice and solutions in even the most challenging situations. We trust and support each other to deliver great work. We believe in helping our people grow and develop – personally and professionally. We work hard and have fun doing what we enjoy.

The role

- **The complete picture:** Take marketing campaigns and projects all the way from initial client briefing and concept proposals, to creative and content development, to activation and measurement, leading a talented team
- **The brief:** Analyse, interrogate and refine the brief by developing a deep understanding of the client, their markets, competitors, priorities, challenges and the outcome they're looking to achieve
- **The big idea:** Create the 'big idea', working with the Aspect team to produce inspiring, innovative concepts, and then successfully present those proposals and recommendations to senior-level clients
- **The strategy:** Transform big ideas into strategies and plans based on insights, intelligence and data gathered through client workshops, customer conversations, audience analysis and market research
- **The delivery:** Activate targeted campaigns that integrate compelling narratives and brand stories with persuasive content, striking creative and high-quality collateral to drive awareness, interest, change and action
- **The results:** Monitor, measure and optimise the performance of campaigns and projects to make sure we deliver on our promises, celebrate successes and learn from things that don't go to plan
- **Our proposition:** Work with Jenny Adams, Communication Director, to define and develop Aspect's B2B strategic marketing offering, client proposition, market positioning and growth strategy
- **Business growth:** Identify and capitalise on growth opportunities with existing and new clients, leading the development and delivery of successful proposals and pitches that support Aspect's profitable growth
- **Trusted advice:** Collaborate with the wider Aspect team to contribute to projects with a B2B marketing focus, providing trusted advice, valuable intelligence and strategic counsel to colleagues and clients
- **Inspiring leadership:** Recruit, develop and lead a high-performing team, defining team and individual priorities and personal development plans aligned to Aspect's strategy and our comment
- **Commercial accountability:** Protect and build on our reputation for delivering a high-quality client experience, being fully responsible for client service, budget and resources, including planning, resource allocation, team and associate management

- **Valuable insights:** Study the latest marketing trends to implement best practice and provide the best insights and analysis to our clients, and identify new opportunities for both Aspect and our clients

Your experience and character

- 10+ years' experience in B2B marketing including in consultancy
- A strategic thinker who sees the bigger picture but can deliver tactically
- Experience of developing and delivering multi-channel campaigns
- Creative and innovative but practical and delivery-focused
- Track record of turning challenging briefs into successful strategies
- Experience in energy, industrials, professional services and/or technology
- An exceptional communicator and persuasive presenter
- Experience of leading and winning new business pitches
- Strong interpersonal, relationship and influencing skills

Your qualities

- Strategic thinker
- Confident presenter
- Proven leader
- Problem-solver
- Delivery focused
- Measured and calm under pressure
- Real attention to detail
- Approachable
- Responsive
- Persuasive
- Excellent communicator
- Able to juggle multiple priorities
- Engaging and fun
- Commercially minded
- Curious
- Confident
- Collaborative
- Adaptable

What we offer

- 29 days' holiday each year
- Your birthday off
- Christmas party
- £500 recruitment incentive
- Internal & external training
- Professional qualifications
- Mentorship programme
- Appraisal programme
- iPhone, MacBook, Thunderbolt Display
- Enhanced maternity, paternity and adoption pay
- Additional days' holiday for each year's service ^
- Cycle to Work scheme
- 4pm Friday finishes Jun, Jul, and Aug
- 4pm Friday finishes on payday Sept to May
- Half day in December for Christmas shopping
- Full day for charity activity each year

^ Up to a maximum of five years

Application Process

To apply for this role, please send your CV or LinkedIn profile to brian.creegan@aspectreputation.com

Following an initial introduction with our talent acquisition team, we anticipate the interview process will comprise two stages: an exercise to assess competency and experience specific to the role, followed by a formal interview with the senior leadership team at our Aberdeen HQ.