

Marketing and Business Development Manager



Circa £35k–£40k + profit share

powerful brands
bold ambitions

This is an exciting new role in our growing agency. Until now, the leadership team has taken the lead on all new business and marketing activity, but we now want to invest in a dedicated role to help realise our ambitious growth plans.

Whilst the leadership team will remain closely involved, this role is critical to raise our agency profile and help us to attract, engage and convert new clients through a consultative new business approach.

You will become well versed in our agency's strategic branding offer and case studies and will be involved in developing the right response for each prospective new client brief.

This is a genuine opportunity to play an integral part in the next stage of our agency's development. You'll be joining a tight-knit team where you will make a very real difference. It is also an opportunity to work closely with our senior people and learn directly from our brand experts.

With a digital-first approach to branding, we are looking for candidates with a strong background and interest in digital marketing.

We're looking for someone who has:

- a degree level qualification or relevant sector experience
- 5 years minimum experience in an agency or marketing role
- decided to focus on new business and marketing as their chosen career path and who wants to shape a central role in an entrepreneurial, creative company
- thrives on building new relationships
- outstanding written and verbal communications skills
- the ability to multi-task
- an understanding of a consultative approach to selling and a keen interest in strategic branding and creative design
- a strong belief in teamwork balanced with the ability to work autonomously.

The role requires a dual focus on marketing and business development:

- orchestrating the agency's marketing activities across all platforms: web, social, email etc.
- activating thought leadership developed by our senior people
- researching key sectors to identify target opportunities
- managing our prospects database and sales pipeline
- creating a wide range of proposals including complex tenders
- designing and costing programmes of work to address specific client challenges.

The agency

RBL is an independent strategic branding agency that works with complex organisations to deliver the insight, ideas and impact to create powerful brands that realise bold ambitions.

Our key stages: Discover, Define, Design, Deliver, cover everything an ambitious organisation could need for a strategic brand review from initial research to creative execution. This process flexes to meet the needs of all projects from full strategic branding programmes to distinct brand campaigns.

We are an expert and agile team of talented researchers, strategists, creatives and project managers producing award-winning brands for diverse public and private sector clients including FTSE 100 companies, public bodies, academic institutions, elite sports properties, social enterprises and entrepreneurial businesses.

We may be based in Leamington Spa, with all the lifestyle benefits that provides, but our clients are based anywhere from Michigan to Madrid, London to Leeds and everywhere in between.

rbl

rbl-brandagency.com

The culture

By adding value and being valued we are building a thriving agency that is empowered and celebrated.

You must thrive on communication, trust, responsibility and success.

You will be empowered to be curious, flexible, to grow and to enjoy your work.

We will celebrate the ideas you have, the impact you deliver and your contribution to the team.

Next steps

If the role, agency and culture sound like a good fit, please apply to the agency directly by sending your CV with a covering letter telling us a bit about yourself and why you are looking for a new role to our Agency Manager, Victoria:

victoria@rblteam.com

And to get a deeper understanding of who we are and what life at RBL might be like, please visit:

rbl-brandagency.com

This new position is open now and we hope to recruit in Q1 2022. However, we will take the time to find the right individual who has the ability to really succeed, personally and professionally.

No recruitment agencies please.

