

Head of Marketing

The Konvergent Group is looking for a Head of Marketing to devise and execute the marketing strategies across both of its brands.

The Konvergent Group consists of two distinct but overlapping brands. Konvergent Ltd is an IT Strategy & Architecture Management Consulting organisation with a vision of taking architecture to the boardroom and has been operating since 2015 with an annual turnover of circa £6 million. The Sub Bench is a Visual Communication agency that was established in late 2020.

Konvergent is unique in the UK consulting market for having a pure-play focus on strategic architecture with no software vendor partnerships or downstream transformation agenda. Konvergent has created the first-ever Visual Communication Studio dedicated to ensuring Architecture leaders can present to business stakeholders so that they understand and can actively engage with. This team also forms the basis of The Sub Bench's visual communication offering.

Konvergent has a five-year track record of working with clients such as BT, Tesco, ARUP, Travelex, Vodafone, Hiscox, City & Guilds and the British Library; we believe we have a unique and utterly compelling offering.

Role Overview

The Head of Marketing will be responsible for realising the firm's ambitions to drive significantly increased awareness and develop business opportunities through the right campaigns, across both traditional and digital channels.

This is a fantastic opportunity to work with a successful business that is looking for an experienced professional to transform how it currently manages its marketing to include thought leadership; new service launches, website content; direct marketing; social media, and events.

Konvergent has invested heavily in the visual communication side of marketing and you will have access to one of the best visual communication teams available to aid your efforts

Key Responsibilities

- ▶ Initially, you would be expected to create an as-is assessment of the current marketing strategy, tactics and collateral and produce a clear and concise roadmap for the way



ahead, based on company targets and goals. This roadmap would be regularly reviewed and updated.

- ▶ Expansion to event base strategy.
- ▶ You will work closely with the Partners and the Director of Consulting on the development of a go-to marketing strategy and offering, developing and taking the new strategy to market.
- ▶ Experience of working across different brands.
- ▶ The Sub Bench is a relatively new brand and is more B2C than B2B, so you will have to develop two distinct styles of communication.
- ▶ Measure and report on the performance of marketing campaigns, gain insight and assess against goals.
- ▶ Take ownership of messaging through all forms of communication. Website, marketing emails to ensure clarity and consistency of messaging.
- ▶ Analyse customer behaviour and adjust campaigns accordingly. You can demonstrate where you have changed direction based on the data.
- ▶ Can develop and execute against a marketing roadmap that can be clearly understood by senior management.
- ▶ You can brainstorm new and creative growth strategies through digital marketing.
- ▶ Work with Head of Talent Acquisition to design and develop strategies to attract the best possible candidates to Konvergent that share our values.
- ▶ Staff development and recruitment.

Skills & Experience

- ▶ A Senior Marketing role in a consulting business is a non-negotiable requirement.
 - ▶ Experience of marketing to very busy, challenging to reach stakeholders.
 - ▶ Increasing the open rate of marketing emails.
 - ▶ Any experience working with business, enterprise or solution architects will be very well regarded.
 - ▶ Experience of working with sales teams to drive and follow up on leads.
 - ▶ You must have excellent copywriting skills, with the ability to turn things around in a short space of time.
 - ▶ Proven experience of turning what can be slightly nebulous and unclear messages into something very clear, concise and easily consumed by our audience.
 - ▶ Experience of being able to demonstrate the ROI on any marketing spend.
 - ▶ Expert understanding of how to drive engagement and communication on LinkedIn.
 - ▶ Excellent understanding of HubSpot or a similar CRM with the ability to analyse data.
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- ▶ Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and display advertising campaigns.
- ▶ Experience in optimising landing pages and user funnels



How to apply:

We want to hear from you if you are the passionate and outcome-focused individual outlined above. Please send us your CV and cover letter to careers@konvergent.co.uk

Equal Opportunities

Konvergent is committed to encouraging diversity and inclusion as an employer and services provider. We aim to be truly representative of all sections of society and encourage an environment where everyone is respected and performing to the best of their ability. We do not and will not discriminate on the grounds of gender, marital status, race, ethnic origin, colour, nationality, national origin, disability, sexual orientation, religion or age.

