

Head of Marketing

PLATF9RM is Brighton & Hove's largest independent coworking community of businesses and creative entrepreneurs, known for its lively and collaborative culture. There is a revolution happening in the world of work, and we're at the forefront. Our mission is to Make Work Wonderful; for our team, our members and the wider community guides everything we do.

What You'll Do

You will need to apply strong, inspirational leadership skills to motivate a team to deliver marketing activities, campaigns, and collaborations, and build member engagement to increase brand awareness, drive lead flow and sales.

- Leading the development of all marketing plans in line with our brand
- Creating and executing strategies for all Marketing activity, including Digital, Advertising and Communications, ensuring a solid and consistent lead flow for coworking, private offices, meeting rooms and event space hire
- Focusing on growing audiences and the uptake for our memberships
- Collaborating with senior team members across all departments to uncover insights and create innovative marketing and branding strategies
- Prepare and manage monthly, quarterly and annual marketing budgets
- Monitoring, reviewing, and reporting on all marketing activities, results, and Return on Investment (ROI)
- Conducting strategic marketing analysis that will help guide marketing messages
- Consistently identifying new or expanded revenue opportunities and strategising the implementation of plans
- Provide tools and materials to enable the sales team to function effectively. Work closely with sales teams to ensure training is delivered effectively and conversions are maximised
- Working to continuously ensure the company marketing goals are communicated across the entire organisation and improving the company's marketing outreach efforts
- Promoting and embedding strong and inspirational leadership to the entire team by demonstrating the company's values
- Routinely sharing strategies, progress, results, learnings, and relevant industry trends, with the broader team, analysing brands of competitors, consumer trends and behaviours to remain a leader in our market
- Monitoring the performance of our brand through key performance indicators (KPI)
- Maintaining and growing the brand's affiliations and partnerships
- Analyse and report on all data collected including lead data, member data, feedback. Utilise this data to execute effective marketing campaigns

Community, Design & Content

- Full ownership of user journey from lead generation through to member experience and churn. Work closely with Front of House management to ensure churn is as low as possible
- Work closely with the Events Manager to curate a leading event and cultural programme which aligns with our brand and reaches into the wider community
- Head all internal and external communications with our members and team
- Overseeing social media planning and execution
- Develop creative and innovative ways to fuel and empower communities and individuals that the company engages with through new outreach, programs, and initiatives
- Managing creative agencies and retainer partners
- Overseeing content such as blog posts, press releases, marketing materials, mailers, social media, artwork, print and digital media
- Evolving our creative output and design by using the PLATF9RM Brand Toolkit & Brand Asset system

Absolute Musts

- Experience in leading your teams' day-to-day duties and responsibilities, as well as project managing larger ad hoc projects
- Advanced CRM knowledge (preferably Active Campaign, HubSpot etc)
- Email Marketing automation
- Working knowledge of search engine optimisation (SEO), lead generation and affiliate marketing practices, techniques, and outcome expectations.
- Experience with cultural programming and content strategy
- The ability to develop strong relationships with cross departmental team members to enable collaboration, advice sharing, and directional leadership where required
- Excellent understanding of regulations, professional standards, policies, procedures, and legislation including data protection and GDPR
- Experience using CMS (preferably Wordpress)
- Google Ads + Google Analytics
- Social (LinkedIn, Facebook, Twitter, TikTok, Instagram) + Paid Advertising
- Creative eye for photography and videography
- Entire funnel reporting including conversion rates
- Experience with holding and managing budgets

Key Relationships

Leadership Team | Marketing Team | Operations Team | Freelancers & Contractors

Who You Are

Key Requirements

- Over 5+ years of experience in Marketing
- Alignment with PLATF9RM's core values; **spiritful, meaningful, thoughtful**
- Inherent team spirit to provide energy, drive, and enthusiasm
- Strategic thinking and problem-solving abilities
- Superior interpersonal and organisational skills
- Confidence to use initiative
- A positive and approachable manner
- Good time management skills and the ability to prioritise
- Adaptability to change
- Willingness to embrace new ideas and processes
- The ability to be challenged on your advice and to accept criticism
- Able to make quick but rational decisions when working under pressure
- A high level of creativity and innovation
- Business acumen and strategic thinker
- An understanding of trends and an ability to respond to our members feedback
- Ability to forge meaningful relationships across multiple departments and functions;
- Comfortable working in a fast-paced and dynamic work environment, which demands both quick thinking and strong attention to detail

How You'll Define Success

- Lead generation
- Return on Marketing Investment
- A well attended leading Event and Cultural Program
- Market growth
- Member feedback
- Churn & Retention
- Top of the funnel lead flow
- Uncover revenue opportunities
- Partnerships & sponsorships that increase our reach

Benefits

- 20 days holiday plus 8 bank holidays, increasing by 1 day per year of service, capped at 3 years
- Flexibility with some work from home opportunities
- A Macbook Pro
- Friday drinks in PLATF9RM
- Monthly Socials
- The day off on your birthday
- Full access to our cultural programme & perks
- Access to a network of business professionals and creatives across Brighton & Hove
- Team days out and regular tickets to other events in Brighton
- Discounts at some of the best local and independent restaurants and shops in Brighton

Salary: £40 - £45K per annum

Working Hours: Monday - Friday, 9 - 6 with some flexibility needed for evening and weekend events

Direct Reports: Events Manager & Marketing Executive

Locations: PLATF9RM Tower Point & Hove Town Hall