Head of Marketing

**Location:** London, Birmingham, Warrington or Leeds with travel as required (we offer a hybrid working policy)

**Directorate:**  Corporate Services (Marketing)

**Full Time or Part Time:** Full Time

**Salary:** Competitive

**Company Overview:**

Ardent is the UK’s leading provider of land, consent management and stakeholder engagement services to support major infrastructure and regeneration projects from concept to delivery.

We are Project Managers, Chartered Surveyors, Engagement specialists and Land Referencers, based in London, Birmingham, Warrington, Leeds, Glasgow and Dublin and supporting projects throughout the UK and Ireland.

Established in 1992, we are a high-growth business, that has doubled in size to c. 200 people during the past 3 years, and our client portfolio includes some of the biggest players across our four core sectors of transport, renewables, utilities and regeneration.

We are passionate about delivering life-improving change for communities and future generations and we are proud to play a key role in facilitating and delivering the UK and Ireland’s net zero agenda, improving connectivity, enabling the repurposing of high streets and town centres and delivering new homes for the people who need them most.

We are problem-solvers, can-doers and solution-drivers working collaboratively with our clients to provide proactive and strategic advice to identify and mitigate risks, deliver efficiencies and, ultimately, achieve deliverable consents and build projects that positively impact people’s lives and the world that we live in.

**Purpose of the Role:**

To lead strategic marketing initiatives, ensuring alignment with business growth priorities across transport, regeneration, renewables, and utilities. The role will act as a key link between the Marketing, Bid, and Strategic Growth teams, ensuring Ardent maximises its visibility, wins strategic bids, and leverages market intelligence for targeted campaigns.

**Key Responsibilities:**

**Strategic Leadership & Growth:**

* Develop and implement a strategic marketing plan aligned with sector and service growth priorities.
* Work closely with the Heads of Strategic Growth to identify market trends, business opportunities, and industry developments.
* Position Ardent in target markets, ensuring a strong brand presence across key sectors.
* Ensure seamless collaboration between the Marketing and Comms team, Bid team, and Strategic Growth team to support business objectives.

**Strategic Planning & Campaign Management:**

* Oversee the creation and execution of marketing campaigns tailored to each sector / service, ensuring alignment with business opportunities.
* Monitor campaign performance and refine strategies to optimise impact and ROI.
* Ensure marketing efforts proactively support upcoming bids, tenders, and client engagement.

**Bid & Business Development Support:**

* Work with the Bid Manager to ensure marketing efforts enhance the quality of bids and proposals.
* Coordinate intelligence sharing between Strategic Growth leads and the Bid team to ensure Ardent is ahead of market opportunities.
* Develop and implement a structured approach to Key Account Management (KAM) activities across different sectors.

**Marketing Management:**

* Lead the development of brand and content strategy, ensuring consistent messaging and high-quality marketing materials.
* Provide oversight on digital marketing efforts, including website updates, SEO, email campaigns, and paid advertising.
* Ensure marketing materials and messaging support business development goals and sector positioning.

**Profile Raising, Events & Sponsorships:**

* Develop and implement strategies to enhance Ardent’s reputation and visibility within target sectors.
* Identify and oversee industry sponsorships and event participation, ensuring they align with business objectives.
* Work with the Communications team to maximise PR and media coverage in industry publications.
* Represent the business at external events and networking opportunities.

**CRM & Data-Driven Decision Making:**

* Work with the Digital Solutions team to develop and maintain the company’s CRM.
* Ensure CRM tools capture and provide insights on client engagement, bid performance, and campaign effectiveness.
* Provide dashboard reporting to the Commercial Board on marketing impact and business development performance.

**Key Deliverables:**

* Integrated marketing strategy aligned with business growth objectives.
* Increased brand visibility in key sectors, measured through PR, event participation, and digital engagement.
* Higher bid win rates supported by targeted marketing and intelligence-sharing.
* Regular dashboard reporting on campaign performance and client engagement.
* Optimised use of CRM for tracking and supporting business development activities.

**Competencies:**

* Strategic planning and market positioning.
* Strong collaboration and team-building skills.
* Data-driven decision-making using CRM and marketing analytics.
* Business development and bid preparation knowledge.
* Strong communication and stakeholder engagement skills.

**KPIs:**

* Marketing campaign ROI and lead generation effectiveness.
* Number of successful bids/tenders linked to strategic marketing support.
* Growth in brand recognition and reputation within target sectors.
* CRM adoption rates and reporting effectiveness.
* Engagement levels in sponsorships, events, and industry networking.

**Ideal Candidate Profile:**

* Proven experience in strategic marketing, business development, or professional services growth roles.
* Background in sectors such as transport, regeneration, renewables, or utilities is desirable.
* Ability to coordinate across multiple teams and functions while maintaining a strategic focus.
* Experience in CRM development and reporting to inform marketing and business decisions.

**Key Business Skills:**

**People**

**The role is accountable for the following:**

* Create, develop and maintain trusted relationships with peers and key people across the Ardent Group.
* Lead, motivate and develop all direct reports and their reports (your team) to optimise every individuals performance and professional growth and create the spirit of team.
* Engage all direct reports and your wider team in the Purpose, Vision and Values of Ardent and in the Directorate’s annual and quarterly objectives, ensuring those objectives support the effective execution of the Directorate business plan and the Ardent Vision.
* Develop high-performing teams through providing challenging and meaningful opportunities and recognise them for the impact that they make.
* Demonstrate empathy and resilience through leadership, creating a clear sense of direction in challenging times.
* Set quarterly recruitment forecasts for approval by MD.
* Actively engage as a Coach across the business, proactively supporting a Coaching and learning culture within Ardent and training others across the business on how to be an effective Coach.
* To positively change engagement/happiness KPI.
* Ensure compliance with Company policy and processes, demonstrate respect to Corporate Services and drive these behaviours within the Directorate.

**Quality**

**The role is accountable for the following:**

* Demonstrate excellent technical knowledge of all Directorate’s service lines.
* Be visible to all members of your team, including regularly visiting all offices and providing regular feedback to your direct reports.
* Set quarterly objectives that respond to the Directorate’s annual objectives and business plan.
* Clearly articulate objectives and report performance against objectives to all members of your team, in a manner that achieves buy-in, understanding of the Vision and fosters commitment, loyalty and a strong sense of team.
* Influence clients, teams, and individuals positively. Leading by example and establishing confident relationships with senior stakeholders.
* Work closely with other Directors to ensure consistency of high quality service delivery.
* Collaborate with other Directors to manage and utilise resources effectively and profitably.
* Understand the goals of clients and align team members to these objectives, setting clear priorities and direction.
* Champion the importance of client care and improved client outcomes, leading the way in a manner that sets the tone and example to more inexperienced colleagues.
* Serve as a trusted advisor and partner with clients to identify opportunities for improvement, consistently monitoring client feedback & sharing it with the team in order to identify opportunities for improved performance.
* Sets the tone in ensuring all members of the team provide advice to clients in a proactive manner, owning their problems and demonstrably making a difference to client outcomes.
* Takes accountability for others complying with ISO9001 (Quality);
* To positively change Customer Delight KPI.

**Growth**

**The role is accountable for the following:**

* Foster collaboration across Directorates, sectors, and geographies, to maximise cross-selling opportunities.
* Work collaboratively with all Sector Leads to ensure recruitment requirements reflect forward order book / pipeline.
* Demonstrate extensive knowledge of your team's key clients (including their projects, their supply chain, their people and their objectives and challenges).
* Utilise market reputation to secure opportunities through leveraging personal profile, including through speaking at events, webinars and pod-casts, and/or through writing thought-leadership articles on LinkedIn.
* Manage forward order book effectively and lead strategies to secure new instructions with existing and prospective clients.

**H&S/SV**

**The role is accountable for the following:**

* For your team and in any interaction all others compliance with ISO14001 (Environment) ISO45001 (Health & Safety) accreditations and identify opportunities to improve the same.
* Lead efforts to transform the organisational culture to one that prioritises safety at all levels.
* Demonstrate the right behaviours with respect to Health & Safety for yourself and colleagues.
* Take responsibility for integrating ESG into core business practices.

**Finance**

**The role is accountable for the following:**

* Set quarterly financial forecasts for approval by MD.
* Develop and execute strategies for substantial revenue growth, working with sector leads to support market analysis and long-term planning.
* Proactively adopt and implement strategies that pull on the seven levers.
* Set the direction for profitability optimisation within your team, including resource-allocation, pricing models, cost controls, and client segmentation.
* Know your team and Directorates numbers and positively influence the Gross Margin results.

**Behavioural Skills Required (Based on our Values) :**

**Thirst for Knowledge** *(We embrace opportunities to learn and improve for personal and professional growth) -* Demonstrate a strong commitment to the development of yourself, and your people, for your role in a growth company and future role. Coach and mentor others (or actively engage with your Coach) to have a deep understanding of their knowledge and experience. Actively supporting with areas of development and career goals, extending beyond a technical remit and actively developing your business knowledge on an on-going basis.

**Own It** *(We do what we say we will. We own our individual actions, are accountable for them and take pride in adding value)* - Act like it matters, take pride and caring about the outcome of people in your team, or who you work with, and your clients objectives.

**Be the Difference** *(Focus energy to make things happen. Be beyond process. Stand up, Stand out)* - Be confident in your decisions and implementing them, taking into account the wider structure and *objectives of the business, working with or alongside peers across the business. Be more than any other competent person in your role.*

**Enjoy the Journey** *(Have fun, be engaged and be proud to be Ardent) -* Translatinggoals and visions of the business into meaningful objectives for your team in a positive and engaging manner (delivering excellence in your own objectives), demonstrating your commitment to Ardent and the wellbeing and development of your team and colleagues. Understand the needs of your people and colleagues to have, purpose/fulfilment, personal growth, engagement, team culture and fair pay.

**Adapt** *(We drive change and innovation to deliver growth and new opportunities in an ever-changing world)* - As a growth company Ardent is all about change. You must be a change maker. Demonstrate ability to drive and/or implement change to enable Ardent to continue to excel. Listen to your team and people you work with to actively search for opportunities to create change. Exhibit a resilient attitude, communicate key information in a clear and engaging way to influence others**.**

*Ardent is an equal opportunities employer that is committed to inclusion and diversity. We positively encourage applications from suitably qualified and eligible candidates regardless of race, colour, religion or belief, age, sexual orientation, gender identity/expression, disability status or other legally protected characteristics.*

With people at the core of our business, we offer employees an unrivalled career opportunity rather than simply a job. In a fast growing organisation, we train, develop and support our staff to grow and achieve their career goals. This is supported by a number of initiatives to look after the wellbeing of our employees whilst allowing employees to work flexibility and maintain a positive work life balance.

We offer an attractive benefits package to include :-

* Hybrid working
* Smart Working Policy
* Medical health plan
* Career progression
* Coaching
* Cycle to Work
* Electric Car Scheme
* Enhanced maternity and paternity pay

For more information, please see our services page on our website at [www.ardent-management.com](http://www.ardent-management.com)

Interested? Get in touch!

Should you be interested in hearing more about the position or wish to send your cv in to [people@ardent-management.com](mailto:people@ardent-management.com) or contact Stuart Thomas [stuartthomas@ardent-management.com](mailto:stuartthomas@ardent-management.com)