Job Description

Role Information

Job Title	Marketing Communications Business Partner (AM5)
Directorate (and Team)	Growth - Marketing Communications
Reports to	Head of Marketing Communications
Location (supported by Hybrid Working)	Flexible – Birmingham, Leeds or Manchester
Full Time or Part Time	Full time

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 with a client portfolio that 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 and growth agendas, improving connectivity, enabling the repurposing of high streets and town centres and delivering new homes.

We are problem-solvers that are outcome focused working collaboratively with our clients to provide strategic advice and services that identify and mitigate risks, deliver efficiencies, delivering buildable consents and then implementing those consents to positively change people's lives and the world that we live in.

Role Purpose

Our Ardent purpose is - Delivering life improving change for communities and future generations.

The Marketing Communications Business Partner works closely with assigned business areas to understand their objectives, audiences and challenges, then designs and delivers integrated communications and marketing activity that supports Ardent's strategic priorities. The role combines trusted stakeholder partnership with hands-on planning and delivery and will hold a specialist area of ownership, such as website and SEO, brand, content, campaigns or events.

This role exists to:

- Develop strong working relationships with assigned stakeholders and provide a high-quality advisory service.
- Turn business objectives into clear, prioritised and measurable marketing communications plans.
- Plan and deliver integrated campaigns across appropriate channels and audiences.
- Provide advice and coaching to improve stakeholder communication outcomes.
- Create, edit and commission engaging content in a range of formats.
- Own an agreed specialist capability and contribute expertise across the wider team.
- Measure activity, gather insight and recommend improvements.

Values Alignment & Shared Commitment

The Marketing Communications Business Partner is an ambassador of the Ardent values, promoting a culture of integrity, collaboration and excellence, inspiring a commitment to inclusivity, change and innovation.

Ardent Values

- Thirst for knowledge - We embrace every opportunity to learn, grow and continuously improve
- Own it - We do what we say we will do. We own our individual actions, are accountable for them, and take pride in adding value
- Be the difference - Focus energy to make things happen. Go beyond process. Stand up, Stand out
- Enjoy the journey - Have fun, be engaged and be proud to be Ardent
- Adapt - We drive change and innovation to deliver growth and new opportunities in an ever-changing world

Key Accountabilities, Responsibilities & Outcomes

Accountabilities and / or Responsibilities	Outcome
Act as the day-to-day Marketing Communications partner for assigned business areas or programmes.	Stakeholders receive timely advice, clear expectations and a consistent service.
Develop campaign briefs and integrated plans with objectives, audiences, messages, channels, measures and resources.	Activity is purposeful, prioritised and aligned to strategic and commercial needs.
Deliver campaigns, content, events and communication interventions from concept to evaluation.	High-quality delivery that reaches priority audiences and supports agreed outcomes.
Advise and coach stakeholders on communication choices, timing and effectiveness.	Better decisions and reduced ad-hoc or channel-led activity.
Collaborate with colleagues, agencies and suppliers to align messages and maximise shared opportunities.	Connected campaigns, consistent brand application and reduced duplication.
Write, edit and quality-assure content for digital, internal, media, social and presentation channels.	Clear, accessible and compelling communications tailored to audience and channel.
Own and develop an agreed specialist area such as website/SEO, brand, content strategy, events or social.	Greater internal expertise and reduced dependency on external suppliers.
Track budgets, schedules, risks and approvals for assigned work.	Predictable delivery and effective governance.
Measure outcomes and provide concise performance reporting and recommendations.	Continuous improvement and clearer visibility of impact.

Ardent

Key Competencies, Skills & Experience

Competency, Skills & Experience	Outcome
Relevant experience in marketing, communications or PR with a track record of planning and delivering campaigns.	Confident independent delivery against strategic objectives.
Strong stakeholder management with the ability to advise, influence and manage expectations.	Trusted relationships and well-managed competing priorities.
Excellent writing, editing and storytelling skills across channels and audiences.	Engaging, accurate and accessible content.
Good organisational and project management skills, including managing multiple deadlines.	Reliable delivery at pace.
Understanding of digital communications, social media, websites, content and measurement.	Effective multi-channel campaigns and informed recommendations.
Ability to interpret insight and evaluate communications activity.	Evidence-led optimisation and better performance reporting.
Confidence working with agencies, suppliers and external partners.	Quality delivery, clear briefs and value for money.
Degree-level qualification or equivalent experience; relevant professional membership desirable.	Sound professional grounding and continued development.

What we offer

We are a purpose, and values led business with a strong focus on personal growth and opportunities to contribute to impactful infrastructure and regeneration projects across the UK and Ireland, living our purpose in delivering life improving change for communities and future generations.

We promote a supportive and collaborative culture, where our people are empowered through coaching, hybrid working, and a healthy work-life balance. Our commitment to professional development is clear, from supporting early-career professionals to enabling progression through professional qualifications and continuous learning, living our Thirst for Knowledge value. We provide purposeful work, which includes our contributions to the UK's net zero agenda and community regeneration, and seek people who value the opportunity to solve complex challenges in a culture that thrives on innovation.

We're a fast-growing business with a culture centred on learning, innovation, and opportunity. Through our company-wide coaching programme, we empower our people with faster, personalised career development, a deeper connection to our culture and values, and greater ownership of their progression.

We're looking for curious, ambitious individuals who thrive in a dynamic, purpose-driven environment, where learning, openness, trust, and collaboration are at the heart of everything we do. We also know the importance of enjoying the journey, which is why we value social connection and having fun along the way.

We offer a comprehensive benefits package designed to support the health and wellbeing, engagement, and work-life balance of our team. From day one, our people have access to hybrid working, 25 days of annual leave (with options to buy or carry over), enhanced maternity and paternity pay, and a company pension scheme.

We provide Benenden Health Care, offering mental health support, 24/7 GP services, physiotherapy, optical and dental cover, and personal accident protection (depending on level). Additional benefits include the Cycle to Work scheme, electric car leasing, recognition awards, long service leave, and a discretionary annual bonus scheme, all designed to ensure our people feel valued and supported.

We're proud to be an equal opportunities employer, and we're passionate about creating a workplace where you're empowered to bring your authentic self to work every day.

We are committed to building a diverse, inclusive team where everyone belongs. We welcome talent from all backgrounds and actively encourage applications from underrepresented groups.

If you're ready to grow with a business that's scaling rapidly and making a real impact, you're in the right place!

To apply or learn more about this opportunity, please submit your CV to **recruitment@ardent-management.com**