Job Description

Role Information

Job Title	Senior Marketing Communications Business Partner (AM6)
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 Senior Marketing Communications Business Partner is a senior adviser and delivery expert who connects business priorities with integrated marketing and communications plans. Working closely with senior leaders and the wider Marketing Communications team, the role provides insight and strategic counsel in addition to accountability for high-quality delivery across assigned business areas.

This role exists to:

- Act as the principal Marketing Communications business partner for defined directorates, sectors or strategic programmes and deputy for the Head of Marketing Communications.
- Translate business objectives into prioritised, measurable and integrated marketing communications plans.
- Advise senior stakeholders, ensuring marketing is engaged early in business decisions.
- Lead complex campaigns and programmes across marketing communication disciplines.
- Provide day-to-day direction, coaching and quality assurance for the Marketing Communications Coordinator.
- Own selected specialist capabilities such as brand or website and SEO.
- Manage relevant agency and supplier relationships.

The successful candidate will contribute to People Leader KPIs by:

- Supporting engagement, wellbeing and development across the team.
- Demonstrating commercial awareness and disciplined prioritisation.
- Role-modelling inclusive leadership and Ardent values.
- Strengthening succession, knowledge retention and continuous improvement.

Values Alignment & Shared Commitment

The Senior 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
Build trusted relationships with senior leaders and maintain a clear understanding of their strategic priorities.	Marketing is engaged early and positioned as a trusted adviser.
Develop and own integrated marketing communications plans for assigned business areas.	Activity is aligned to business objectives, prioritised and deliverable within agreed resources.
Provide strategic counsel and insight on propositions, audiences, channels and timing.	Better-informed decisions and stronger commercial, reputation and engagement outcomes.
Lead major campaigns and programmes from brief through delivery, evaluation and continuous improvement.	Consistent, high-quality campaigns with clear ownership, governance and measurable outcomes.
Coordinate contributions across the team, agencies and subject-matter experts.	Connected delivery, reduced duplication and consistent messaging across channels.
Track budgets, schedules, risks and approvals for assigned work.	Predictable delivery and effective governance.

Define KPIs, review performance and turn insight into recommendations.	Improved visibility of contribution, ROI and opportunities for optimisation.
Coach colleagues, share expertise and deputise for the Head of Marketing Communications when required.	Stronger internal capability, confidence, resilience and succession.
Identify risks, sensitive issues and emerging opportunities and escalate appropriately.	Reputation risks are managed and high-value opportunities are acted upon quickly.

Key Competencies, Skills & Experience

Competency, Skills & Experience	Outcome
Significant experience in marketing, communications, PR or a related discipline, including strategic planning and integrated campaign delivery.	Credible leadership and predictable delivery of complex programmes.
Strong commercial awareness and ability to connect marketing activity to growth, reputation and stakeholder outcomes.	Investment and activity focus on areas of greatest business value.
Excellent senior stakeholder management experience.	Strong relationships and confident decision-making at leadership level.
Advanced written, verbal and presentation skills, with the ability to simplify complex information.	Clear, compelling and audience-led communications.
Strong project, budget, risk and supplier management capability.	Delivery is timely, controlled and within budget.
Practical understanding of digital channels, content, brand, media, events and measurement.	Integrated recommendations and effective oversight across disciplines.
Experience coaching or coordinating others and improving ways of working.	Higher team performance, engagement and capability.
Degree-level qualification or equivalent experience; relevant professional membership desirable.	Current professional practice and commitment to continuous learning.

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 centered 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**