

Role Title	Senior Portfolio Marketing & Brand Manager
Reports to	Head of Portfolio Marketing & Brand
No. of direct reports	0
Full / Part Time	Full time
Grade	E3
Location	UK – flexible working. Travel to London required. Ad hoc travel to other locations as required.
Created/Updated by	Emma Gray
Created/Updated on	July 24

Helping people, organisations and economies develop their skills for growth

For over 145 years we have worked with people, organisations and economies to help them identify and develop the skills they need to thrive. We understand the life changing link between skills development, social mobility, prosperity and success.

We partner with our customers to deliver work-based learning programmes that build competency, to support better prospects for people, organisations and wider society. We create flexible learning pathways that support lifelong employability, because we believe that people deserve the opportunity to (re)train and (re)learn again and again – gaining new skills at every stage of life, regardless of where they start.

We're a Royal Chartered Institute and a registered charity, everything we do is charitable. We invest our surplus into expanding and enhancing our solutions across all of our brands, to meet the changing needs of organisations and industries. And through our City & Guilds Foundation we amplify our purpose by focusing on high impact social investment, recognition and advocacy programmes which remove barriers to getting a job, celebrate best practice on the job and advocate for jobs for the future.

The City & Guilds community of brands includes City & Guilds Electrical, Gen2, ILM, Intertrain, Kineo and The Oxford Group

Our values

Our values **Inspire**, **Improve**, **Achieve** and **Trust** are core to everything we do, and makes us who we are. They underpin the way we work, from how we treat our people right through to how we design our products. Living these values in everything you do at City & Guilds will not only make this a great place to work, but ensure you thrive and are successful in your role.

We believe that diversity, equity and inclusion strengthens and enriches us, and that it is the responsibility of everyone at City & Guilds to drive this value.

Job Summary

Reporting to the Head of Portfolio Marketing & Brand, the Senior Portfolio Marketing & Brand Manager plays a pivotal role in supporting the development and delivery of brand strategies and targeted portfolio Go-To-Market (GTM) campaigns, designed to enhance brand positioning, drive product awareness, engage diverse audiences and support market share and revenue targets.

You will:

- Support the development and delivery of the brand strategy, roadmap and brand identity and help shape brand aligned messaging and assets.
- Lead the development and delivery of portfolio-wide GTM campaigns that encompass all Operating Divisions within City & Guilds.
- Focus on aligning strategies at brand, sector, and customer segment levels to drive cohesive and impactful marketing initiatives.
- Collaborate with other members of the Directorate to ensure an insights-driven, customer-centric approach and to deliver consistency of offer, message & creative ultimately positioning City & Guilds as the preferred route and brand within target customer segments and sectors, across the breadth of offer.

What you'll be doing

Strategy & campaigns

- Support the Head of Portfolio Marketing & Brand with the development and delivery of comprehensive brand strategies and plans that align with City & Guilds vision, values and business objectives.
- Develop and execute holistic GTM strategies and campaigns that bridge across all Operating Divisions, ensuring alignment with overall company objectives.
- Coordinate cross-functional efforts to create unified campaigns that cater to brand-level, sector-specific, and customer segment needs.
- Work across the business to identify and shape compelling brand stories and content that brings the brand to life ensuring customer-centric, brand aligned messaging that demonstrates both value proposition and differentiators
- Strengthen City & Guilds position as a comprehensive solutions provider across core sectors and customer segments and attract new customers, while reinforcing relationships with existing ones, by showcasing the value and relevance of the entire portfolio.
- Collaborate closely with departments both within the Marketing, Brand, & Insights Directorate, and outside (Sales, Product, Strategy, Customer Service etc.) to ensure the delivery of brand strategies and plans complement and enhance overall business strategies and plans.
- Continuously monitor market trends and competitor activities to adapt and refine strategies and campaigns as needed and customise GTM approaches to address the unique needs and pain points of diverse target audiences.
- Oversee the end-to-end execution of portfolio GTM campaigns, monitoring performance and ensuring campaigns are delivered on time and within budget.

Brand

- Support the evolution and maintenance of the brand identity, ensuring consistency across all touchpoints and communications, working alongside the Creative Services team to ensure access to support, assets and guidance for all employees and help to audit and review marketing materials ensuring they comply to regulatory requirements.
- Develop and maintain brand assets in collaboration with Corporate Affairs, including but not limited to brand guidelines, corporate videos, landing pages, pitch packs and case studies.

- Work with legal and regulatory teams to ensure compliance across all aspects of brand and marketing, from trademarks to messaging.

Stakeholder engagement and collaboration

- Work closely with stakeholders to ensure a cohesive approach in brand & GTM campaigns, leveraging the strengths of each Operating Division for maximum impact.
- Foster collaboration and communication between teams to achieve unified campaign objectives and drive cross-functional initiatives to integrate brand messaging and campaign strategies across departments,

Insights, performance measurement and reporting

- Study industry trends and customer and competitor behaviour to identify new opportunities for segmentation and targeting and to inform marketing strategies and product development.
- Develop KPIs and measurement frameworks to evaluate the effectiveness of GTM campaigns.
- Generate reports to communicate performance insights, leveraging data to refine strategies and enhance future initiatives.

Other

- Manage budgets allocated for branding initiatives and portfolio GTM campaigns, ensuring optimal resource allocation and ROI.
- Continuously innovate and inspire others to ensure a customer-centric approach to all activity.

How success will be measured

- Brand awareness
- ROI on portfolio market campaigns
- Conversion rates
- Market share growth
- Net Promoter Score and KPIs specific to set briefs
- Adoption of brand positioning within City & Guilds
- Adoption of new assets within City & Guilds

What we're looking for

We can't live without...

- A customer first mindset
- Proven track record of 7 years plus in marketing roles
- Strong understanding of lead generation strategies and their impact on revenue.
- Strong project management skills, ability to multitask, and prioritise in a fast-paced environment.
- In-depth knowledge of diverse marketing channels and their application in various markets.
- Analytical mindset with the ability to interpret data to drive strategic decision-making.
- Excellent communication and collaboration skills.
- A strong self-starter who can build relationships and learn quickly.
- A clear understanding and ability to translate strategy into plans.

- Creative thinker with the ability to develop and execute plans.
- Willingness to travel

We would love you to have...

- Experience working with agencies / freelancers
- Global experience

The way we prefer to work

Behave as one inclusive team

Contribute to a feeling of being one inclusive team. This means:

- Treating everyone with equity and fairness
- Being curious about other people and teams
- Understanding how the organisation operates and your role in it
- Being honest and respectful in communications
- Creating a feeling of belonging
- Driving inclusivity and diversity locally
- Paying attention to your and others' wellbeing

Collaborate

Collaborate with colleagues and externally with customers and partners to deliver great work. This means:

- Treating everything as an opportunity for a win-win
- Seeking input from others and using it
- Expressing yourself clearly and consistently
- Engaging people so that they get on board
- Trusting and supporting people

Focus on the customer

Make sure that the needs and hopes of external and internal customers drive what we do. This means:

- Being great at listening and understanding
- Making things easy
- Being responsive and proactive to what customers want
- Making sure that things are high quality and always improving.

Do what you say you are going to do

Being consistent in delivering on promises. This means:

- Starting with a positive intent
- Setting clear expectations
- Taking personal ownership to deliver on your own commitments and supporting others to do the same
- Holding yourself and others to account for delivery against those expectations
- Being conscientious and driven

Proactively find and take new opportunities

Taking the initiative in every situation. This means:

- Continuously looking for opportunities to improve the organisation, yourself, and your areas of responsibility
- Always stepping up to get involved
- Being brave and bringing challenge to colleagues in order to make things better for our customers

Welcome feedback and continuously learn

Continuously develop your skills and how you work. This means:

- Treating every day as an opportunity to learn
- Being open to new perspectives, experiences, and feedback, recognising it helps you develop
- Giving feedback openly and honestly
- Being aware that your own ideas may not be perfect, and your perceptions can change
- Be open about mistakes and use them to learn
- be comfortable with ambiguity and not knowing everything