

Marketing & Brand Manager

London

Purpose of Job:

We are looking for an experienced and proactive Marketing & Brand Manager to join our London office, reporting to the Head of Marketing and Communications.

Marketing at TB+A plays a key role in supporting business growth, building brand awareness, and driving client engagement. This is a full-time role responsible for managing and delivering the marketing and brand remit across our national network of offices., as well as supporting a growing team to ensure marketing delivers impact across all workstreams.

You will work closely with colleagues across the partnership to develop and implement marketing strategies that support our growth and help us communicate effectively with clients, stakeholders, and the wider industry. This will include driving brand awareness nationally, maintaining a deep understanding of the partnership's brand, acting as its guardian and managing campaigns across multiple channels on and offline together with our Communications Team.

You'll play a key role in developing thought leadership, supporting the business units to deliver their business plans and CRM performance. Working collaboratively with the rest of the central marketing team, you'll support communications, events, and brand to ensure a consistent and effective marketing presence across all platforms. You will also be responsible for reporting on marketing performance, budgets and managing external suppliers to deliver best value. Regular updates and reporting to the senior leadership team will be a requirement.

This role would suit someone who enjoys working in a fast-paced environment, has experience leading marketing projects, and is confident managing multiple workstreams. You will need to be hands-on, organised, and have a strong understanding of marketing in a B2B environment – preferably with the building services or engineering industry.

This role is based in our London office with the opportunity to work from home. Some travel across the UK may be required from time to time to support our national network of offices.

Duties and Responsibilities:

- + Drive brand awareness nationally
- + Manage brand campaigns and be the brand guardian
- + Support with the development of TB+A's marketing strategy, in line with business objectives
- + Working with the Partnership's business units to support bids, ensuring alignment with brand and communications
- + Oversee routes to market, taking an active role in helping to win work, supporting business development activities including the development of client relationships and key account management
- + Lead and manage thought leadership campaigns
- + Track and report on marketing performance, including budget management, campaign ROI tracking, and campaign analytics
- + Manage the marketing strategy and support on SEO, paid campaigns, and social media growth
- + Oversee sponsorship and event marketing strategy, ensuring alignment with business development
- + Co-manage the relationship with our external marketing agency
- + Support the marketing team with professional development

This list is not exhaustive and we would expect the successful candidate to be willing to undertake ad-hoc duties in supporting the business units and central support function as and when needed.

Training Programme requirements:

- + Commit to goals and objectives of a career development programme including attendance of in-house and external technical and non-technical training
- + Support the development of team members and undertake the mentoring of members of the central marketing team
- + Commit to achieving or maintaining professional status through the relevant professional institution

Person Specification:

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> + Strong understanding of B2B marketing strategy, CRM, Key Account Management and business development + Data-driven decision-making 	<ul style="list-style-type: none"> + Experience in the construction, engineering, or built environment sectors
Skills	<ul style="list-style-type: none"> + Strong brand campaign planning, content creation, and digital strategy skills + Excellent team working and interpersonal skills + Ability to multi-task and adhere to tight deadlines, good time management + Excellent IT skills – including an excellent working knowledge of Microsoft Office (e.g., Word, Outlook, Excel & PowerPoint) 	<ul style="list-style-type: none"> + Knowledge of SEO, PPC, and paid digital strategies
Experience, qualifications and prospects	<ul style="list-style-type: none"> + Strong background in senior marketing and brand-focused roles, with demonstrated experience in leadership or management + Strong experience within a B2B, client focussed brand + CRM & automation (e.g., HubSpot & Pardot) + Confident with brand tracking metrics and marketing analytics & reporting (Google Analytics) + Proficient in Adobe Creative Suite (e.g., InDesign, Photoshop & Illustrator) + Previous experience fostering strong agency relationships across visual identity and creative + SEO & PPC (Google Ads, SEMrush, LinkedIn Ads) 	<ul style="list-style-type: none"> + Marketing degree, apprenticeship, CIM qualification or equivalent + Experience managing external agencies (marketing & creative) + AI-powered marketing tools (e.g., ChatGPT & Copilot)
Attributes and Personal characteristics	<ul style="list-style-type: none"> + Self-motivated, enthusiastic and keen to learn + Excellent communicator + Organised and able to juggle multiple projects, delivering to deadlines + Commitment to maintaining high quality standards and excellent attention to detail + Discrete when dealing with confidential and sensitive data/information + Proactive team member + Approachable and personable 	<ul style="list-style-type: none"> + An interest in developing a role within the marketing team covering multiple workstreams