

Job pack

Brand & marketing consultant

July 2022



Hello,
and welcome to Creative Bridge



If you're reading this it means we have connected in some way. Good. And thank you for being interested in the post of brand & marketing consultant.

It's not very often Creative Bridge recruits these days so this feels like a really big thing – as it should be – both for us, and for you. Work is where we spend a lot of our time, it's where we bring our whole self to the table and it's where we can have a real impact – in terms of what we do, what we say and how we feel.

Interested? Please read on...

With a member of our team moving on to pastures new after almost seven years with us (to another agency built on commercial brands), we have an opportunity to recruit a passionate, clear-thinking, experienced marketer who loves branding and making impactful things happen.

You will probably be working for yourself or in an agency right now, and want security yet independence in your work life. You like being based at home and having choices over your every minute (well mostly!), but also knowing you are part of a collective of like-minded people who enjoy, respect and depend on each other.

You want to do more work with organisations that make a difference. And you may even have a passion about the fundamental role that good, safe, affordable housing plays in people's lives and as a building block for strong communities. But you should be definitely interested in a broad-ranging role that takes you from leading a big branding project for two merging organisations, to the detail of a campaign to market a new range of infection prevention products across the globe.

You will be part of our Monday morning online meetings and quarterly in-person meets that connect us as colleagues, shape our offer and drive our success. And you will have no-one to manage other than yourself and your activity.

You will have deep roots in branding and marketing, and be able to dive into our methodology and way of doing things with enthusiasm and a passion for doing what's right for our clients.

You will be able to offer big picture advice, as well as manage specific project deliverables well,

and you will be ace at client and colleague relationships, always on the lookout for how we can have more impact.

Is this you?

If so, have a nosy at the next few pages and please apply by **12 noon on Friday 12 August**. Conversations with me will be held across **15-17 August** and final interviews with shortlisted candidates will be held on **30 August**.

Thank you!

Nicola Winn
Managing director

About us

As a strategic marketing and communications agency, we bridge the social and commercial sectors and specialise in working with clients who want to make a difference in the world. Our purpose is to help purposefully driven organisations communicate theirs.

From branding to behavioural change campaigns, from reviewing communications practice to managing crises, from creating campaigns to developing websites, our services cover the full spectrum.

Our multidisciplinary team combines smart strategy with purposefully-focused marketing and communications. We've been joining unjoined dots for the last 20 years, helping clients grow, reach their markets, and change opinion and behaviour.

Our clients make a difference to the world. And we play our part in their success by being:

Strategic

Keeping the big picture in focus, but with a keen eye for detail

Creative

Constantly surprising with clever, inventive ideas

Insightful

Absorbing and understanding what we do and what our customers need

Innovative

Breakthrough thinking and responses to our customers' needs

Integrated

Always joining the unjoined dots to do things better.

Our values



We love what we do

Directing energy towards a challenge we believe in, then doing it well



Everything we do has purpose

We say what we mean and commit to what we know is right, even if no-one is watching



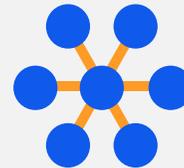
We drive change

Respecting every person equally in an unequal world. We stand in their shoes, then stand up for them



Our learning never stops

We seek knowledge, make sense of it and share it



We are pioneering

Our creativity frees us to find opportunities to join the unjoined dots



We are clear about two things

Where the path leads and the next step to take on it; we leave footprints wherever we go

Creative Bridge is jointly owned by the P3 Group Europe and our managing director, Nicola Winn.

For more information about us and our work, please go to www.creative-bridge.com or follow us on Twitter [@1creativebridge](https://twitter.com/1creativebridge)

Our people



Nicola Winn

Managing director and purposeful leadership/employer brand expert



David Bardell

Creative director and commercial brand specialist



Michelle Hallmark

Communications specialist and behavioural scientist



Alison Clegg

Head of finance and operations



Ian Hembrow

Communications consultant and engagement specialist



Jacquie Anglin

Stakeholder relations specialist and senior researcher



Helen New

Communications and engagement consultant



Val Hassall

Personal profiling and messaging specialist



Julie Kilburn

Senior designer



Will Evans

Technical director

About the job

Reporting directly to the managing director and working closely with the creative director and other consultants and team members, you will be our lead brand strategist and marketer. Ideally, you will want to work full-time, but if you're the perfect person we'd be open to a chat.

The role of the brand & marketing consultant is:

1. To own and continue to develop the methodology for our strategic branding and commercial marketing offers
2. To direct and deliver our key branding and marketing projects as the agency's lead branding and marketing consultant
3. To be an excellent client handler, acting as the strategic lead for identified clients/campaigns/projects, developing and maintaining strong relationships, delivering clear and smart strategic advice, while managing and personally delivering activity
4. On occasions, to deliver interim marketing services to identified clients
5. To sustain and continue to develop a flair for excellent branding and marketing knowledge through ongoing research, experience and personal growth, sharing knowledge and ideas with colleagues
6. To lead our creative briefing process, and be a key colleague for the creative director and studio
7. To play a key role in helping the agency hit its income and profit targets by developing creative and costed ideas for clients and new business targets, and in so doing prepare quotes, costed proposals and presentations, attending client meetings and pitches as necessary

Continued...

About the job (cont.)

8. To attend and proactively contribute to our weekly, online forecast meetings, engaging in the setting and pursuit of targets for named clients, and other related management activity of the business
9. To act as a great creative bridge between clients, colleagues and suppliers, creating and delivering work that makes our clients more successful and impactful
10. To organise, manage and/or personally deliver brand audits and projects, including workshops, creative campaigns and digital activity
11. To take a lead in ensuring that Creative Bridge has a highly successful marketing plan, owning our website and key social media channels
12. In conjunction with the other colleagues, to proactively and creatively contribute to the company's own profiling, positioning and product development
13. To work with others, both internally and externally, in a collaborative way, sustaining strong working relationships with colleagues, freelancers and suppliers, inspired by our company values
14. To work in accordance with the company's budgetary targets, client contractual commitments and the company's standards of operation at all times, including personal and daily updating of our files and systems
15. To keep the managing director informed of key issues that might affect the company's reputation and success.

Our perfect candidate

You are a brilliant brand strategist and commercial marketer who really wants to make a difference, every day. With every client. You understand organisations, believe in people and want them to flourish.

While you have a lot of commercial experience, you are really keen to use your skills to have more impact in the world, working with organisations that have real purpose.

You thrive on developing and building relationships with others, and you love to take charge of significant projects. You are always there when clients need you.

You care passionately about doing the right thing - for clients, colleagues and yourself. And you are able to spot issues, problems and opportunities and create ways of helping clients, using the full set of tools and methodologies at hand.

You love the freedom and autonomy of working from home, managing your own work, and coordinating that of others.

You are happy to get stuck in and not depend on a team of your own when delivering activity. But you also want to work and connect with a group of like-minded colleagues who care deeply about what they do and what clients do, bringing extra ideas, experience and skills to the table.

Is this you? And do you fit this profile too . . . ?

Our perfect candidate (cont.)

Essential skills, attributes and experience:

- Chartered Institute of Marketing (CIM) qualification
- Experience of running brand audits, brand reviews and brand creation projects
- High-level understanding and appreciation of the branding landscape in the UK
- Experience in developing and executing marketing strategies and plans
- Experience in leading impactful campaign development and execution
- Experience in at least one marketing and communications agency or self-employment
- Good appreciation of InDesign software
- Senior, proven experience of smart and sophisticated client relationship management
- Senior, proven experience of multi-task projects
- Demonstrable experience of achieving client income targets and growth
- Proven experience of client handling
- Exceptional interpersonal skills, including good and accurate writing skills
- Self-sufficient and self-reliant
- Keen and able to work alone from home, but flexible to travel to meet with clients and colleagues
- Energy, enthusiasm and a can-do attitude
- Highly professional and personable
- Strong eye for detail and administratively savvy
- Proficient in Word, Excel and social media, with a good awareness of design and digital development potential.

Our perfect candidate (cont.)

Desirable skills, attributes and experience:

- Degree in a relevant subject
- CIM membership
- Experience of working with clients in the social housing, not-for-profit or public sectors
- Demonstrable experience in overseeing the creation of new websites and other digital projects like films or animations, with some experience of wire-framing a bonus
- Proven experience of managing social media channels
- Experience/appetite to take on Creative Bridge's marketing and social media channels.

You will also be a car owner with a full, clean driving licence. You will be based in the UK and willing to travel anywhere in the country.

The package

If you're the right person for us, we'll offer a good package, including:

- Fully flexible working, based from home, with travel to clients across the UK as required
- Competitive salary package (in the region of £50-60k)
- 25 days' annual leave, plus bank and public holidays, rising to 30 days
- Your birthday off every year
- A healthcare plan
- A pension
- A discretionary bonus depending on company and personal performance
- The chance to work with a wide range of clients, with a special focus on the housing sector
- Great potential for fun, job satisfaction and personal development in a collaborative, friendly and supportive environment.

How to apply

To apply for this job, please email recruitment@creative-bridge.com with the following:

1. Your CV (please note that agency CVs will not be accepted)
2. A short covering letter telling us why you should be considered for this position
3. Details of two referees (at least one must be a current or former work contact)
4. A completed recruitment monitoring form (available as a separate PDF to download on [our website](#)).

The closing date for applications is 12 noon on 12 August 2022.

Conversations with Nicola will be held across 15-17 August.

Final interviews with shortlisted candidates will be held on 30 August.

Thank you



Nicola Winn
Managing director

Creative Bridge

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