



Forward thinking
Straight talking

Marketing Manager, Built Environment

JOB SPECIFICATION

Gateley /

POSITION:	Marketing Manager, Built Environment
LOCATION:	Birmingham
CONTRACT TYPE:	Permanent

The *role*

Reporting to the Senior New Business Manager for Property, the Marketing Manager, Built Environment (“BE”) will support marketing campaigns and activities across the Property Platform, with an emphasis on those for the Built Environment consultancy business: Gateley Hamer, Gateley RJA, Gateley Smithers Purslow, and Gateley Vinden.

The Marketing Manager, BE will play a key role in supporting the planning, delivery and execution of marketing campaigns that raise brand awareness, support client acquisition and generate high-quality leads, working closely with colleagues across marketing, business development and the wider business.

This is a delivery-focused role, ideal for someone who enjoys managing multiple workstreams, working collaboratively with stakeholders, and seeing marketing activity through from concept to completion.

Responsibilities will include:

Campaign Support

- Support the delivery of **marketing campaigns** for the built environment consultancies.
- Assist with the coordination of campaign activity across channels (events, email, digital, social and PR where appropriate).
- Ensure campaign activity is executed to agreed timelines and contributes to brand awareness, client engagement and lead generation objectives.

Digital project

- Working closely with the digital team, play a leading role in the delivery of a standalone website (www.gateleyBE.com) which will position the built environment consultancies in a leading position alongside their competitors.
- Ensure that the website, once live, is operating effectively to drive brand awareness and new business acquisitions and is an integral part of every campaign.
- Working closely with the social media executive, coordinate the social media activity for Gateley BE.

Events Delivery

- Working closely with the events team, support the end-to-end delivery of a programme of BE marketing events, including seminars, webinars, networking events, client dinners and third-party sponsorships to ensure that they are aligned to the BE strategic plan and deliver a strong ROI.
- Work closely with internal stakeholders (including partners, fee earners and business services teams) to ensure events are well-planned, well-attended and aligned to strategic priorities.

Stakeholder Engagement

- Act as a key point of contact for regional stakeholders, building strong working relationships and providing proactive marketing support.
- Work collaboratively with colleagues across marketing sub-teams (events, digital, PR, design and client acquisition) to deliver joined-up activity.
- Support regional teams in translating business objectives into effective marketing activity.

Lead Generation & ROI

- Support the capture, tracking and follow-up of leads generated through events and campaigns, working with relevant teams to ensure appropriate next steps.
- Assist with post-event and post-campaign reporting, including attendance, engagement, feedback and contribution to ROI.
- Use insight and data to help inform future regional marketing activity and continuous improvement.

Brand & Quality Control

- Ensure all marketing activity is on-brand, consistent and aligned with Gateley's positioning and messaging.
- Support the production and use of high-quality marketing materials, working with the design team where required.

General

- Manage multiple projects simultaneously, ensuring deadlines are met and stakeholders are kept informed.
- Maintain accurate records, plans and documentation for regional activity.
- Support the wider marketing team on ad hoc projects and initiatives as required.

The *team*

With 60 people within our Marketing and Front of House teams, we support on all aspects of marketing and business development across Gateley including internal and external communications, bids and sales, client development, events, digital and marketing projects. Winners of the 2020 Excellence in Sales and Marketing Award at the Greater Birmingham Chamber of Commerce Awards and shortlisted in the 2022 Best Marketing Campaign Award at the Managing Partners Forum Awards, the Marketing team at Gateley has more than doubled in size in five years, reflecting the investment that the business has made in attracting and retaining exceptional marketing talent.

We continue to develop and evolve our proposition and are looking for individuals with a 'can do' mentality to join the team.

The *person*

This is a collaborative role which requires the following:

- Previous experience in a marketing, digital or campaigns role, ideally within professional services or a B2B environment.
- Experience supporting the delivery of integrated marketing campaigns and/or events.
- Strong organisational skills with the ability to manage multiple priorities and deadlines.
- Excellent communication skills and confidence working with a wide range of stakeholders.
- Strong attention to detail and a commitment to quality.
- A collaborative, proactive and solutions-focused approach

The person should be

- Highly organised and dependable
- Comfortable working at pace and juggling competing demands
- Confident, professional and approachable
- Keen to learn and develop within a marketing team
- Strong team player with a positive, can-do attitude

The *benefits*

With support, coaching and feedback from some of the most engaging colleagues around our great development and progression opportunities will reward your commitment and loyalty. We offer a competitive remuneration package where you'll be rewarded for your individual performance with an opportunity to receive an annual bonus.

In addition, we have a wide range of learning and development opportunities via our Learn platform to develop new skills and progress your career. Our My Flex comprehensive rewards package includes options covering annual leave (and the benefit of purchasing extra days), cycle to work, critical illness benefit, employee assistance programme, group personal pension, health care, season ticket loan and many more benefits (grade dependent). Finally, with Perks At Work/Home you can select a host of retail benefits that suit your needs alongside a Community Online Academy, free courses for all from fitness to coding to languages to hip hop dance.

We are *Gateley*

We are forward thinking and straight talking, our approach is to find solutions to the problems that our clients face. Gateley is a legal and professional services group, we are a group of formidable experts in all areas of law and business. Passionate problem solvers, we get our kicks from finding the right answers and getting our legal and business clients where they need to be. We support more than 5,700 active clients, ranging from FTSE 100 companies to private individuals, in the UK and beyond. Being part of Gateley is not just about the expertise that you bring; it's about attitude too.

The 'Gateley Story' is the story of our people and our culture. It is what has got us to where we are today as a successful business and it's the driving force behind the Gateley Team Spirit and the values that have shaped it. We have a set of shared internal values that capture what the Gateley Team Spirit is and this includes five elements that bind us all together as one Gateley: Ambitious for Success, Forward Thinking, Room to Breathe, Trusted to Do and Working Together. Every year across the group, we recognise members of our team that have gone and above and beyond and have lived these shared values. They are recognised at our annual Gateley Team Spirit awards.

Diversity, inclusion and well being

Diversity, inclusion and well being is an important part of Gateley's culture and values. We recruit talented people from a diverse range of backgrounds and cultures, providing equal opportunities for all to join our team regardless of age, sex, race, sexual orientation, disability, or culture.

We create an exciting and rewarding place to work that aims to fulfil everyone's potential and together to achieve personal and business goals. We offer flexible working patterns to help our staff achieve a good work/life balance and we encourage candidates seeking flexibility in their next role to apply for any of our vacancies.

We are proud to have been recognised by The Law Society as gold standard for our Diversity and Inclusion Charter and to be Stonewall Diversity Champions.

Additional Information

If you are successful in receiving an offer of a role with our company a variety of pre-employment screening checks will be completed. Our screening checks can include but are not limited to your eligibility to work, professional and academic qualifications, any criminal records, your financial stability and references from previous employers. The screening that takes place will be relevant to your role and will vary from role to role.



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