



Forward thinking
Straight talking

Senior Regional Marketing Manager

JOB SPECIFICATION

Gateley /

POSITION:	Senior Regional Marketing Manager
LOCATION:	Birmingham/ Manchester/ Nottingham/ Leeds
CONTRACT TYPE:	Permanent

The *role*

Reporting to the Group Marketing Director, the Senior Regional Marketing Manager will be responsible for developing and executing regional marketing strategies to drive brand awareness, client engagement, and business growth. This role requires a strategic thinker with a deep understanding of the market, strong leadership skills, and the ability to collaborate effectively with cross-functional teams.

The role holder will focus on working with the Office Heads of the 8 hub offices (Birmingham, Nottingham, Leeds, Manchester, Belfast London, Guildford, and Reading) and will be required to travel on a regular basis to these hubs to build in-person relationships.

This is a collaborative role which requires the role holder to build strong, proactive relationships with stakeholders across the across all offices and positive working relationships with the wider Marketing team who will be integral to the success of this role.

Gateley are fully embracing the new hybrid culture, so a mixture of both home and office working is available.

Key responsibilities

- Develop and implement comprehensive regional marketing plans aligned with the Group's overall business objectives.
- Work closely with the subject matter experts across Marketing to deliver regional marketing campaigns, including events, advertising, sponsorship, digital marketing and content marketing.
- Work closely with the Senior Internal Communications Manager and Senior Regional Communications Manager on communications campaign to build awareness of Gateley within the offices and externally.
- Analyse market trends, competitor activities, and client needs to identify opportunities for growth and differentiation.
- Collaborate with the new business team to create targeted marketing initiatives that support business development efforts.
- Manage the regional marketing budget, ensuring effective allocation of resources and ROI measurement.
- Oversee the creation of regional marketing materials, including brochures, presentations, and digital content.
- Build and maintain strong relationships with key stakeholders, including clients, partners, and industry associations.
- Monitor and report on the performance of marketing campaigns, providing insights and recommendations for continuous improvement.
- Stay up-to-date with industry trends and best practices to ensure the Group remains competitive and innovative.

The *team*

With 70 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 seven 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*

The role is suitable for those with experience of working in a legal or professional services environment. Candidates must be able to demonstrate the following skills:

- Excellent interpersonal skills.
- Advanced level MS Office skills (particularly MS Word and MS PowerPoint).
- Strong attention to detail, accuracy, and quality control.
- Good telephone manner.
- Strong initiative, negotiation and influencing skills.
- Good written, oral, and electronic communication skills.
- Strong business and commercial acumen.
- Can work well under pressure.
- Solid organisation, multi-tasking, and prioritisation skills.
- Excellent writing and presentation skills.
- Good time management/prioritisation of tasks

You should be:

- Proactive and able to take initiative.
- Able to self-organise and self-manage.
- Passionate with an enthusiasm for learning.
- Collaborative.
- Enthusiastic and commercially aware.

This job description is not an exhaustive list due to the requirements of the role. Therefore, the job holder may be required from time to time to carry out other ad hoc tasks as requested by Marketing.

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 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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