

Marketing & Business Development Director

StrategiQ

About us

StrategiQ is a team of award-winning, value-creation specialists, spanning every brand and marketing discipline. We empower business leaders and marketing to thrive in the face of change. We integrate excellence into organisations transformation journeys to create New Future Value. We do this through tailored programmes of work that optimise, accelerate and innovate marketing activities.

Working at StrategiQ means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

We are

Courageous Always doing what's right, not what's easy.

Truthful Being honest. Being resilient. Being authentic.

Knowledgeable Industry experts, pursuing the master of our craft.

Limitless Challenging norms through infinite thinking.

How this role makes a difference at StrategiQ

As Marketing & Business Development Director at StrategiQ, you'll operate at the heart of our Growth team, leading the strategy and execution of business development, sales, and marketing plans that fuel our ambitious growth plans.

A true marketing expert, you'll blend strategic thinking, creativity, and operational expertise to design and run high-impact programmes and campaigns that raise our profile, generate demand, and nurture opportunities.

Working with the Chief Growth Officer and Growth Team, you'll shape and execute creative, differentiating marketing strategies that establish StrategiQ as the Destination Agency for both clients and top-tier talent. You'll take ownership of demand and lead generation programmes, working closely with Client Directors to seamlessly transition opportunities through the sales funnel.

With a deep understanding of marketing's role across the entire customer journey, you'll not only drive pipeline growth but also contribute to shaping a world-class client experience. If you thrive in a high-performance, growth-focused environment and love turning strategy into results, this is your chance to make a real impact.

Skills & experience we want you to bring and develop

Technical skills and experience

Marketing knowledge - strong well-rounded marketing skills, and proven knowledge and experience of demand and lead generation activity and impactful results focused campaigns	Essential
Marketing experience - 10+ years working within marketing environments including agencies and 5+ years working in marketing roles at a senior level	Essential
Marketing leadership - aligning marketing and company goals, developing strategies for marketing, prioritising and problem solving	Essential
CRM - proficient in using CRM software and sales analytics tools, ideally HubSpot with the ability to draw insights and make recommendations	Essential
Commerciality - strong financial acumen, understanding of the agency model managing marketing budgets. Developing commerciality in others around you	Essential

Power skills and experience

Communication - active listener and confident communicator. Can present ideas clearly to people at all levels including our most senior clients. Able to build relationships with others to engage, influence and persuade	Essential
Curiosity - critical thinker able to ask good questions and listen to build understanding, seeking knowledge to deepen awareness when solving the toughest challenges	Essential
Collaboration & teamwork - expert leading with clients and internal teams to support high-performance and delivery of the best work	Essential
Problem solving - able to quickly identify problems and draw on knowledge and experience to calmly and confidently define a way forward	Essential
Resilience - can handle set-backs and find a way through or change approach the and tackle the challenge differently	Essential
Attention to detail - producing work to the highest standard of accuracy and presentation	Essential
Time management - expert organiser, able to manage different parts of the role and sometimes conflicting priorities, and keep the right people briefed to make sure we meet our commitments	Essential
Inspiring - able to engage and inspire clients and our team internally and develop the skills of those around you	Essential

What you'll be responsible & accountable for

- Responsible for marketing and business development strategies that achieve our growth objectives, generate leads and contribute to our revenue targets
- Responsible for developing, delivering and measuring high-quality, creative marketing campaigns with a particular focus on demand, and lead generation through content, events and PR
- Responsible for establishing and refining processes, standards and frameworks to ensure consistent, thorough and high-quality delivery of marketing activity
- Responsible for managing social team and ensuring activity on our social media channels aligns with Strategiq marketing efforts
- Responsible for building strong relationships with Heads of Departments which are essential to accessing the skills and support you need to deliver our own marketing efforts, and providing them with the marketing support to represent their service lines within the Strategiq client offering
- Responsible for agency awards programme, entries and maximising impact of wins
- Accountable for marketing performance, quality and impact of marketing activities

When you're successful in this role

- You'll shape and run a marketing strategy that delivers MQLs into our sales funnel and raises the profile of Strategiq within the industry
- You'll be connected into departments across the agency, and work in close partnership with Client Directors to make the most of every MQL coming into Strategiq
- You'll be a centre of gravity for the agency, aware of, co-ordinating and maximising opportunities and ensuring that everyone contributes their part towards our successful marketing efforts
- In addition your performance will be measured on the number of MQLs generated monthly

Your typical week

- **30%** - Strategiq marketing and business development sales strategy - setting, measuring and optimising
- **50%** - Strategiq marketing strategy execution - running campaigns, producing content and collaborating with teams across the agency
- **20%** - supporting sales pitch process, pitch presentations and business development activity

A successful first 6 months with Strategiq

In 3 months you will have:

- Got an in-depth understanding of our agency offering and capabilities
- Grown your internal network, building strong relationships across Heads of Department and service lines to create a coalition of support for Strategiq's marketing and business development activities
- Realised that joining Strategiq was your best career decision!

In 6 months you will have:

- In partnership with the Chief Growth Officer and Client Directors, you'll have developed, and be underway in implementing, a high impact, differentiated, well organised, and costed marketing and business development plan that supports Strategiq's 3 year Growth Strategy
- Agreed clear metrics and established ways and means to measure and optimise performance
- Actively engaged in nurturing leads through the sales funnel giving pitching (and winning) support to Client Directors and Heads of Departments.