



MARKETING STRATEGIST WORKING ON A PORTFOLIO OF SMALL AND MID-TIER CLIENTS

Join an exciting team of experienced marketing strategists that work with growing businesses to build their strategic marketing capability. We are a strategic marketing planning firm that operates through a unique, structured methodology and framework.

This is an exciting opportunity for someone interested in a challenging role working with a diverse portfolio of clients and who is keen to make a difference to our business and the businesses of our clients.

About the Business

We help business leaders make smarter marketing decisions that turn their tactical marketing resource into a strategic business function and helps build sustainable and long-term revenue. It's a unique business with a proven management tool that transfers skills into our clients' businesses and gives CEOs the confidence to make informed decisions around time and money invested in marketing.

This Exciting Role

This challenging role is perfect for a strategic marketing thinker with extensive business experience. You will have held a senior corporate role and enjoy managing people. People management is core to the role as you transfer skills to our clients and help them build their own marketing capability. You will be able to apply your corporate thinking to the strategic marketing challenges of our small and mid-tier clients, helping them understand and build best practice in their own businesses.

You will be working closely with CEOs and management teams – and you need to be able to hold your own. Our clients are passionate about their businesses and the conversations that come with that are passionate too. They need to have confidence in you and your capabilities; your conversations need to be bold, provocative and confident.

If you are a person that loves to work with a diverse group of clients and a great team – then keep reading.



More About You

You'll be working on a range of small and mid-tier clients so corporate experience is essential, it's what our ambitious clients value us for. You will need to demonstrate marketing best practice at all times as you help our clients understand this important business function; opening them up to new processes and thinking. You will have a natural ability to connect – inspiring our clients and keeping them accountable at the same time.

You will be working with a team of experienced marketing strategists that support each other – but you will have your own clients that you will run and take full responsibility and accountability for.

In addition to the above, you will need to say yes to the following:

- You have a strong interest in business in general, not just strategic marketing, and the ability to think across several business sectors at any one time
- You have a strong ability to manage clients, set and deliver project plans, keeping yourself and our clients motivated and on plan
- You have a strong ability to work to tight deadlines and to make decisions
- That said, you need to understand when you need help and know how to actively engage with the team to gain this help
- You have an extremely strong attention to detail and the ability to produce high quality business documents
- You have excellent presentation skills and understand how to facilitate groups and clearly present your ideas and recommendations – internally and externally
- Your organisational skills are amazing, as is your ability to use and learn new management or organisational systems; you have a good grasp of technology
- You have a desire for personal development and understand the value of constant learning
- You love helping people learn and have a natural desire to grow others and transfer skills



What's Next

If you've read through this description and it makes you feel really excited, and it sounds like you – then you should APPLY. To apply, please follow these instructions carefully. Attach your CV and answer the following specific questions in the covering email to Breda at breda@restlessbusiness.com

- 1) Which part of this outline made you the most excited, and WHY?
- 2) Highlight for us your most relevant previous experience and briefly explain to us why you think it is relevant
- 3) Considering your whole self (personality, passion, experience), what do you bring to the table that will help us? Why should we want to pick up the phone and chat to you over other candidates?
- 4) Briefly tell us what you know about the SME sector and how you think you could deliver to our brief
- 5) Tell us what experience you have in the corporate sector that is most relevant to the role
- 6) What is your current work situation, and why does this role appeal to you?