



GRAY DAWES GROUP

ROLE GUIDE

SENIOR MARKETING CONSULTANT

MARKETING DEPARTMENT • NOVEMBER 2021

Welcome to better...

Gray Dawes Group

<https://graydawes.org>

Gray Dawes Travel

<https://www.gdg.travel>

Gray Dawes Consulting

<https://consulting.gdg.travel>

Gray Dawes Events

<https://gd.events>

Gray Dawes Holidays

<https://gd.holiday>

Gray Dawes Sports

<https://gdg.travel/sports>

Square1 Marketing

<https://square1marketing.co.uk>



Gray Dawes Group

At Gray Dawes Group we recognise that we're not just there to secure the best travel fares, the most innovative itineraries, the slickest online tools or the most experienced consultants. We're there as an extension of our clients' own organisations – their out-of-house travel management department

We achieve this because of the depths we go to in understanding our clients; their culture, their values and their objectives.

Only then can we deliver on a higher level, with our trademark emphasis on the personal touch. Only then can we delight with remarkable value, innovation and award-winning service.

That's what we call 'better travel'.



Square1

Hello.

We are Square1, an award winning marketing communications agency.

By taking our clients back to the beginning, we help them identify their points of difference and define their corporate personality. We then translate that unique essence into strategic, creative, engaging and consistent communication across all platforms – web, print, video, exhibition, social, presentation, campaign... whatever canvas is right to achieve their objectives and to bring their brands to life!

In partnership, we encourage our clients to build and nurture strong, relevant brands that not just stand out, but stand for something.



Senior Marketing Consultant

The Role

Working closely with the Group Marketing Director, as an integral part of Gray Dawes Group's Marketing Team, the remit of the Senior Marketing Consultant is primarily to help market the various business units of the Gray Dawes Group.

The primary role is to provide a fully rounded marketing support service to internal clients. This encompasses all Gray Dawes Group brands in order to increase awareness of our various service offerings, gain market share and help develop revenues through new and existing business streams.

To a lesser extent, the role will also help the Marketing Team support external client commissions via our Square1 brand.

The type of projects undertaken by the team include marketing strategy and planning, asset creation (corporate identity strategies, websites, presentations, promotional collateral), brand development and creative communications.

As part of a small marketing team, flexibility is crucial. It's vital that the role is versatile and supports other members of the Marketing Team.

Key Objectives

To develop and manage marketing projects (both internal and external), clearly and convincingly presenting to prospects and clients alike the creative value that we bring to their business in monetary, service and performance terms.

Reporting To...

The role reports directly to the Group Marketing Director, John Cooper. The role is a member of the Gray Dawes Group Marketing Team, incorporating Square1 Marketing.

Marketing

Strategical and tactical project development and implementation, across all company brands, including:

- Campaign creation and management.
- Preparation of presentation material – PowerPoint presentations, newsletters, proposal document formatting.
- Creative development of materials and assets, working with the Team on campaign design and application.
- Development of communication assets, including newsletter articles, staff communications and client projects.
- Work closely with the rest of the Marketing Team to produce communication assets in various formats, including print, digital, video and presentations.
- Design and implement communication campaigns, including subsequent reporting and analysis.
- Support content creation and development, such as blogs, thought leadership and whitepaper articles.
- Support the development and implementation of social media strategies.



Senior Marketing Consultant

Key Responsibilities

This is a hands-on role. The Senior Marketing Consultant must be equally adept at strategic and analytical marketing as well as tactical and creative implementation.

Corporate Communications

- Creating and managing communication campaigns, both internally and externally.
- Work closely with all departments to identify communication opportunities.
- Identify, prioritise and quickly solve complex challenges.
- Collaborate with the teams to ensure timely and accurate communications across departments and offices, located across the country.
- Deliver proactive and reactive media, press and social engagement.
- Write and manage press releases to all suitable outlets.
- Seek out relevant editorial opportunities within trade press as well as panel and speaking opportunities for key staff.
- Support the creation of draft award submissions.
- Maintain a content calendar to map out all key content pieces through the year to support the Gray Dawes Group brand and reputation.
- Build strong relationships with all key internal stake holders.
- Working with HR to help the development of and engagement with internal staff development initiatives, including the Rising Stars, Style and Conference.
- Assistance with the development and creation of bids and RFP / RFI responses for each Gray Dawes brand and business unit.

Planning

- Assisting in the design and implementation of the annual marketing plans for Gray Dawes Group brands / business units.
- Support and facilitate development and implementation of individual marketing plans and projects.
- Assist in translating business unit objectives and strategies to develop brand portfolio objectives, strategies and plans to facilitate business unit growth.
- Help support the sales strategy for the business units, based on knowledge of Gray Dawes Group policy, nature of market, copyright and royalty requirements, and cost and mark-up factors.

Account Management

- Handle project briefs and communicate between the (internal) 'client' and the Marketing Team.
- Nurture strong relationships with all clients, developing new and repeat business and identifying revenue building opportunities.
- Raising invoice data for implementation by the Accounts Department, if applicable.



Senior Marketing Consultant

Key Responsibilities

Continued...



Business Management

- Develop and deliver insightful presentations and strategies to the Gray Dawes business unit(s) and executive committee where appropriate.
- Ensure the integration of the business unit marketing function within that of the greater Group and ensure that the business unit optimizes its use of shared and support services.
- Sharing knowledge and supporting the development of Marketing Team members and colleagues through guidance and training, in accordance with the Group Marketing Director's instruction.

Supplier Management

- Coordinate activities with third party suppliers and agencies.
- Negotiate beneficial terms and deals with suppliers to Gray Dawes Group.

Market Research

- Conduct research and analysis of competitor marketing activity.
- Produce reports for campaign effectiveness, data segmentation and recommendations.

Reporting

- Develop and deliver a range of reports to accurately and clearly present the business status of each Gray Dawes brand to the Group Marketing Director and Senior Leadership Team (SLT).
- Communicating with internal stakeholders.
- Prepare and present campaign reports and analysis.
- Develop strategies for campaign improvement, based on the report data.

Branding

- Promote and extol the Gray Dawes Group brand values in all communications.
- Champion the brand, marketing and campaign strategies, bringing the Gray Dawes Group brand to life through compelling narrative and content for multiple audiences.
- Maintain brand guardianship of Gray Dawes Group assets and templates.

Senior Marketing Consultant

Key Qualities

- Confidence
- Proactive
- Team player
- Ability to multi-task
- Remain calm under pressure
- Flexibility
- Creativity
- Innovative
- Personable
- Adaptable
- Integrity
- Tenacity
- Supportive
- Curiosity

Key Skills

- Good educational record (ideally to degree level).
- 5 years career experience in a similar role and at manager level.
- Excellent understanding of the principles of marketing strategy.
- Experience with web, new media and Internet marketing / social media.
- High level of computer literacy (PC and Mac an advantage).
- Strong understanding of new technologies and how they can be applied to marketing.
- Proficient in marketing and office software: particularly MS PowerPoint, Word, Outlook.
- Good working understanding of Adobe Creative Cloud and what can be achieved by programs such as Photoshop, InDesign and Illustrator.
- Familiar with CMS software, in particular WordPress.
- Understanding of HTML, particularly in connection with email marketing, is an advantage, as is use of Mailchimp.
- Detail-oriented with the ability to manage projects from inception through execution.
- Excellent communication skills, both verbal and written (including copywriting and proof reading) skills.
- Ability to present information and respond to questions from groups, managers, clients, trade bodies.
- Hands-on approach.
- Strong database management.
- Strong business acumen skills.
- Accuracy and attention to detail.
- Excellent report writing, analytical and project management skills.
- Ability to work self-motivated and as part of a team and alone.
- A hunger to learn and the ability to flourish in a dynamic, high-growth, entrepreneurial environment.



