

Job Overview:

Head of Marketing

Job Title: Head of Marketing	Location: London HQ	Company: Gratte Brothers Group
Reporting to: David Gratte – Group Managing Director	[Key Stakeholders/Responsible For]: Digital Marketing Manager and supervisory responsibility for Marketing Managers.	

Job Purpose:

The Head of Marketing is responsible for developing and owning the overall marketing strategy for the Group and ensuring that marketing activity effectively supports the commercial objectives of each operating company as well as the Group's strategic objectives.

The role ensures that the Group benefits from shared best practice, campaigns, suppliers and effective marketing systems while enabling each business unit to execute individual marketing plans that are aligned with its own strategic priorities.

The Head of Marketing will build and lead a scalable marketing function, including the recruitment and development of marketing managers embedded within each operating company, set KPIs in order to monitor performance across all businesses and report on marketing performance to the Group.

Key Areas of Responsibility:

Strategic Leadership

- Develop and deliver the Group's marketing strategy, ensuring alignment with the Group's strategic objectives while supporting the commercial goals of each individual company.
- Provide leadership, direction and support to the Group's marketing managers, fostering a high-performing, collaborative and accountable marketing function.
- Ensure marketing plans, budgets and activity schedules exist across all operating companies to support their individual business strategies and revenue targets.
- Act as the Group's senior marketing adviser, providing expert guidance and recommendations to the senior leadership team and supporting business growth through effective marketing leadership.

Marketing Structure & Capability

- Design and lead the Group marketing function, including recruitment of Marketing Managers for each operating company, where required.
- Set clear objectives, monitor performance and conduct regular reviews with Marketing Managers, ensuring marketing activity delivers measurable business outcomes.
- Build scalable marketing processes, systems and tools that support all businesses in the Group.

Business Unit Partnership

- Work closely with Managing Directors and senior leadership teams to understand business priorities and translate these into effective marketing strategies and plans.
- Provide strategic guidance and challenge to ensure marketing investment delivers measurable commercial impact.
- Ensure marketing managers embedded within operating companies are effectively supporting local leadership teams.

Performance & Measurement

- Establish and monitor marketing KPIs, providing regular performance reporting, analysis and recommendations to the senior leadership team.
- Monitor performance of marketing activity across each business unit and ensure marketing investment is delivering measurable return.
- Monitor market trends, competitor activity and customer insights, using intelligence to identify opportunities, mitigate risks and inform strategic decision-making.

Cross-Group Collaboration

- Drive continuous improvement by identifying opportunities to enhance marketing processes, systems, reporting and ways of working across the Group.
- Champion collaboration and the sharing of knowledge, best practice and resources between marketing teams to maximise efficiency and effectiveness.
- Identify opportunities, and develop marketing initiatives, that encourage cross-selling between operating companies.

***This is a broad overview of the position and does not encompass all aspects of the role.
Gratte Brothers are an equal opportunities employer and welcome applications from all.***

Knowledge & Experience:

- Strong understanding of B2B marketing, ideally within the building services, construction, engineering, property or related sectors.
- Experience operating within a group structure or matrix organisation, influencing stakeholders across multiple businesses and balancing Group priorities with individual company objectives.
- Experience of developing and managing marketing budgets, with a focus on maximising return on investment.
- Experience of leading a marketing team and mentoring individuals.
- Strong knowledge of digital marketing channels, including website optimisation, SEO, PPC, email marketing, social media, content marketing and marketing automation.
- Strong understanding of marketing analytics, performance measurement and reporting, with the ability to interpret data and make evidence-based decisions.
- Experience managing external agencies, suppliers and partners to ensure the effective delivery of marketing activity.
- Experience of leading organisational change, improving marketing processes and embedding best practice across teams.
- Up-to-date knowledge of emerging marketing trends, technologies and AI tools, with the ability to identify opportunities to improve efficiency and effectiveness.
- Excellent understanding of the relationship between marketing, sales and business development, and how marketing contributes to business growth.

Attributes & Skills:

- Strategic thinker with the ability to translate business objectives into clear, actionable marketing plans that deliver measurable results.
- Strong commercial awareness, with the ability to balance strategic thinking with pragmatic decision-making.
- Excellent interpersonal and influencing skills, with the ability to build trusted relationships across multiple businesses and functions.
- Confident presenting to senior leadership, with the ability to challenge constructively and provide evidence-based recommendations.
- Strong leadership, coaching and mentoring skills, with a proven ability to develop high-performing marketing teams.
- Excellent organisational and time management skills, with the ability to prioritise competing demands, manage multiple projects and meet deadlines.
- Highly collaborative, with the ability to bring together Marketing Managers across different businesses to share best practice and achieve Group objectives.
- Adaptable and resilient, able to operate effectively across businesses with differing priorities.
- Data-driven, with strong analytical skills and the ability to use insight and performance metrics to inform decision-making.
- Results-oriented, with a focus on continuous improvement, accountability and delivering return on marketing investment.
- Embraces innovation and the use of emerging technologies, including AI and marketing automation, to improve efficiency, effectiveness and business outcomes.
- Proactive in identifying opportunities to improve marketing processes, collaboration, systems and overall effectiveness across the Group.

Desirable Qualifications:

- Degree in Marketing, Business or Communications.
- Chartered status or equivalent professional recognition.
- Chartered Institute of Marketing (CIM) qualifications.