



Role Profile

Role title: Senior Manager – Client Services

Reports to: Managing Director

Location: Home based

This permanent role is suitable for an experienced marketing manager looking to work on a variety of projects with exposure to clients at a senior level. The role is home based, and requires flexibility to attend monthly in-person team meetings in Oxfordshire.

Role purpose:

To promote and deliver marketing services to a high standard to TBI clients worldwide, including:

- Client liaison
- Communications
- Brand management
- Digital marketing
- Market research and analysis
- Content marketing
- Campaign management
- Measuring and reporting effectiveness

Key role responsibilities:

1. Writing proposals for clients that effectively address their needs, meet their brief and present a profitable combination of services that TBI can provide.

2. Delivering and managing the day-to-day implementation of marketing strategies and activities on behalf of clients.
3. Managing client relations and TBI processes to ensure excellent communication and exemplary delivery of marketing services.
4. Liaising with other TBI staff and delegating work as appropriate to ensure the successful execution of contracts for outsourced marketing support.
5. Identifying and developing new business opportunities for TBI, based on personal contacts and promotional activities that support TBI's overall growth plan.

Key skills and experience:

- Proven success in previous marketing roles, preferably in the research communications sector
- Firm understanding and experience of marketing disciplines
- Excellent communication skills – oral and written
- Creative and analytical in approach
- Confidence and self-motivation
- Strong organisation, planning and time-management skills.

Benefits:

- Competitive salary
- 25 days annual leave
- Pension contributions
- Support with further professional development.

Please send your CV and covering letter outlining why you're suited to this role to:

Lynne Miller, Managing Director. Email: lynne.miller@tbicommunications.com

Closing date: Friday 1st December 2023

Any data we collect from you will be stored and processed in accordance with TBI's data privacy policy.
