



Marketing Support Officer



July 2026

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A selection of
Campbell Tickell reports

Your Application

Thank you very much for your interest in this post. On the following pages, you will find details of the role and the selection process, to assist you in completing and tailoring your application. In order to apply, you should submit:

- An up-to-date CV which shows your full career history – we recommend that this is no longer than two pages;
- A supporting statement explaining why you are interested in this role, demonstrating how you are a good candidate for this post and how you fulfil the person specification – we recommend that this is no longer than two pages;
- The declaration form, which is accessible via the role page on our website and includes space to indicate if you cannot attend any of the interview dates.

Please submit your completed application documents using the online form, which is accessible via our jobs page: www.campbelltickell.com/jobs. You will receive an email confirmation and see an onscreen confirmation message after submitting your application, but if you have any issues, you can call **+ 44 (0) 20 3434 0990**.

Applications must be received by Monday 10th August 2026 at 9am. Do contact me if you would like to have an informal discussion about the role and organisation, or if you have any other questions to help you decide whether to apply.

Kind regards

Zina Smith

Marketing & Communications Manager

zina.smith@campbelltickell.com

+44 (0) 20 3434 0990



Welcome to Campbell Tickell

Dear Applicant,

Thank you for your interest in joining Campbell Tickell as our new Marketing Support Officer.

Campbell Tickell is a leading consultancy working across housing, local government, charities and the wider public sector. We are a B Corp organisation with an ambitious growth strategy and a strong reputation for helping organisations solve complex challenges and deliver positive social impact.

As our marketing function continues to evolve, we are looking for a creative, organised and proactive Marketing Support Officer to help deliver high-quality marketing activity across our key channels. This role sits at the heart of our marketing team and will support business development; strengthen client engagement and raise our profile across the sectors we serve.

The successful candidate will support a wide range of activity, including campaign delivery, events and webinars, content creation, HubSpot/ CRM administration, reporting and automation. You will work closely with colleagues across the business and contribute to continuous improvements that help us deliver more effective marketing.

Whether you are early in your marketing career or looking for your next step, this is an opportunity to develop broad experience within a collaborative, purpose-led organisation.

The staff who have joined us in recent years tell us that they value the supportive and engaging atmosphere at Campbell Tickell. It's friendly team of people who care about their work and pride themselves on what we do. You could make a real impact in this role and be at the heart of our success story.

For an informal discussion, please contact Zina Smith, Marketing & Communications Manager on **+44 (0)20 3434 0977** and do of course read on to find out more about who we are as an organisation and how you can be a part of our future.

We look forward to receiving your application.

Yours sincerely,

Zina Smith

**Marketing & Communications
Manager**



Who Are We?

Campbell Tickell is a management consultancy, based in London, but operating throughout the UK and Ireland. The principal organisations we work with are housing associations, councils, supported housing and social care providers, charities, membership organisations, sports organisations, and central government agencies and departments.

Our services span: strategy and governance; business and financial planning; regulation and troubleshooting; business transformation; asset management and development; mergers and growth; regeneration and stock transfer; customer services; communications and public relations; organisational development, human resources and recruitment. Alongside our central team of nearly 60 employees, we have a national network of around 120 associate consultants, who work with us on a freelance basis.

We are a well-established practice, now in our twenty-fourth year. Over that time, we have worked with more than 1000 organisations - government departments and agencies, trade bodies, councils, housing associations, care providers, health bodies, sport's governing bodies, leisure trusts, charities, and commercial businesses. We are a recognised 'brand' in the housing and social care sectors in particular.

We have a fantastic first-time success rate in leadership recruitment; a high-quality consultancy offer; repeat and new clients; a strong market share with resources for expansion; and an unrivalled reputation for service quality and value. This adds up to a brand that speaks of reliability, quality, honesty, imagination and verve.



OUR CORE VALUES

Truthful

- Telling it like it is – with tact
- Challenging mediocrity
- Seeking and offering constructive feedback from clients and colleagues

Trusted

- Delivering work to a consistently high standard
- Taking responsibility for our work and for CT
- Taking ownership and putting things right

Courageous

- Doing what's best, not what's easiest
- Embracing challenges
- Growing and developing, and supporting our clients in the same

Creative

- Looking for new and improved ways of doing things
- Bringing energy to our work
- Proactively solving problems

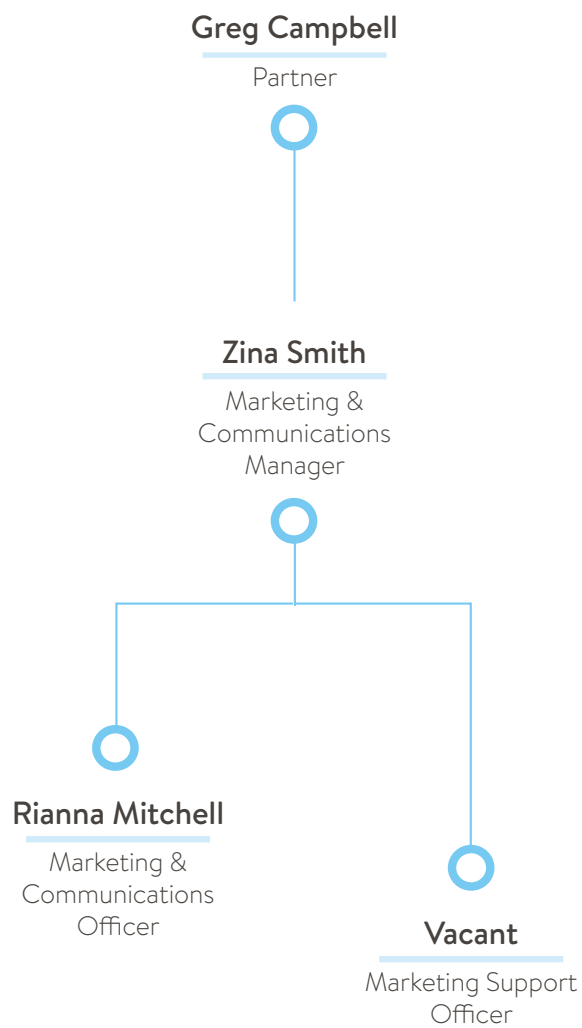
Collaborative

- Supporting our clients and each other
- Communicating effectively with active listening
- Sharing information and learning

We are not simply in this business to make money. Yes, we are a commercial operation, but we care about the quality and standards we deliver; we are an ethical organisation who wants to make a difference and aims to add value.



Structure Chart



Role profile

Job title: Marketing Support Officer

Location: Hybrid working. Minimum 2 days a week at our Clerkenwell office and events as required.

Reporting to: Marketing and Communications Manager

Purpose of the role: To support Campbell Tickell's marketing strategy by helping deliver integrated campaigns, coordinate events and webinars, create content, and administer key marketing systems including HubSpot.

Working closely with colleagues across the business, the postholder will support campaign delivery across service areas, help manage event and CRM processes, contribute to reporting, and play a central role in delivering marketing activity that supports business development, audience engagement and organisational growth.

Key Responsibilities

Events and webinar coordination

- Support the delivery of webinars, roundtables, conferences and client events.
- Manage registrations, delegate communications and event administration.
- Coordinate speakers, presentations, venues, materials and logistics.
- Support event promotion across marketing channels.

- Produce event reports and contribute to post-event follow-up activity.

Marketing operations and CRM

- Administer and maintain our CRM, HubSpot.
- Support data quality and database management.
- Build and maintain workflows, automation and audience segmentation.
- Monitor marketing metrics, campaign performance and engagement data
- Maintain marketing processes, procedures and documentation.

Campaign support

- Support integrated marketing campaigns across email, website, social media, events and content channels.
- Build campaign assets including emails, forms, landing pages and workflows.
- Support campaign reporting
- Identify opportunities to improve effectiveness and audience engagement

Content production and distribution

- Create and repurpose marketing content for multiple channels.
- Support production of articles, case studies, reports, CT Brief content and thought leadership materials.

- Publish and maintain website content.
- Schedule and distribute social media and email communications.

Business development support

- Contribute to business development initiatives and client-facing marketing activity.
- Support preparation of presentations, reports and marketing materials.

AI and continuous improvement

- Use AI tools to support content creation, campaign delivery and reporting.
- Identify opportunities to improve efficiency
- Contribute ideas for improving marketing processes and performance.

General responsibilities

- Champion marketing activity throughout the business.
- Work collaboratively with colleagues across Campbell Tickell.
- Maintain high standards of professionalism and customer service.
- Undertake all duties in accordance with company policies and procedures.
- Contribute positively to the culture and values of the organisation.

 Centre for
Ageing Better

Good Home Hubs

Let's make good
homes a reality
for all

ageing-better.org.uk/homes



CAMPBELL
TICKELL

and
Disruptive
Innovators
Network

supported by



Artificial Intelligence and social housing



OPEN

Making every contact count

17 October 2024



NATIONAL
HOUSING
FEDERATION



Evaluation of place-based work in Brent

Campbell Tickell, January 2024



Person Specification

Criteria	Essential	Desirable
Marketing experience	- Experience delivering marketing activity across multiple channels	- Experience within a consultancy, professional services or B2B environment
Campaign delivery	- Experience supporting campaigns with multiple stakeholders	- Experience reporting against marketing KPIs
Events	- Experience supporting webinars, conferences, events or stakeholder activities and associated administration	
CRM/ Marketing Systems	- Experience using event systems and CRM/email marketing platforms, such as HubSpot	- Experience building marketing automation workflows and segmentation
Content and Communications	- Strong copywriting and content creation skills; experience administering websites and social media channels	
Design and digital skills	- Creative eye for design, with experience designing a wide range of digital assets (videos, podcasts, images) - Experience using Canva and/or Adobe Creative Suite, and other similar tools. - Adept in MS Office 365 applications e.g. Word, Excel and PowerPoint to produce reports and presentations	



Criteria	Essential	Desirable
Organisation	- Strong organisational skills with the ability to manage competing priorities and deadlines	
Data	- Ability to work with campaign and engagement data	
Technology	- Confidence using digital tools and systems - Experience with website content management systems, e.g. WordPress - Understanding of website analytic tools e.g. Google analytics	
Sector knowledge	- Interest in public sector, housing, local government or social purpose organisations	
Qualifications	- Relevant marketing experience or transferable skills	- Marketing qualification (CIM, degree or equivalent)

Personal Attributes

The successful candidate will demonstrate:

- A proactive and self-motivated approach.
- Excellent attention to detail.
- Strong interpersonal and communication skills.
- A collaborative and relationship-focused working style.
- Curiosity and willingness to learn new technologies and approaches.
- A customer-service mindset.
- Flexibility and adaptability.
- The ability to work independently whilst remaining a committed team player.
- Sound judgement and an ability to balance competing priorities.
- Commitment to equality, diversity and inclusion.
- Professionalism, integrity and discretion.
- Ability to work remotely with the equipment we provide
- Ability to communicate professionally with a diverse range of contacts
- Commitment to operate within the company's policy framework
- Understanding of and commitment to the requirements for strict confidentiality

Key terms and conditions

The role

Marketing Support Officer

Work location

Our office location is in Clerkenwell, London (nearest stations Farringdon and Chancery Lane).

Under our hybrid working policy, you will be expected to work from our office location part of the time (normally a minimum of 2 days a week). The remaining time you will be expected to work remotely, and we will provide the equipment needed to enable you to do that and access our systems.

Travel may occasionally also be required to any other offices of the company or clients' offices, meeting locations, conference venues etc. and other locations.

Reasonable travel and associated costs will be met for travel between offices and other necessary locations. We will not reimburse travel from home to our work location once this is secured.

Salary

£29 - £31k pa, potential bonus up to 10% and Central London office / hybrid working

Following successful completion of your probation (see below), you will be eligible for a bonus of up to 10% of basic salary per year. This is subject to (a) company financial

performance, and (b) your individual performance, and bonus is not guaranteed. Note that it is not consolidated into your basic pay. The bonus is assessed and paid on a six-monthly basis, i.e. two payments of up to 5% of basic salary.

Salaries are reviewed annually with effect from 1st April. No increase is guaranteed.

Hours of work

The basic working week is 35 hours.

Where additional work is required above the basic working hours in any month, overtime may be payable at an agreed rate, or time off in lieu may be taken on dates agreed with the Partners and your line manager.

The basic annual leave entitlement is 25 working days (in addition to public holidays) for full-time working. This increases by one day per year, on the anniversary of your first day of employment, up to a maximum of 30 working days.

Pension and other benefits

The company offers a salary exchange pension scheme, with an employer contribution that matches employee contributions up to 5%.

The company offers health insurance for employees that have successfully completed their probation. This is available for

employees and their dependents, and the company meets the cost of the premiums, though it is classed as a taxable benefit.

The company offers a death in service insurance, set at the equivalent of two years' salary.

Probationary period

The probationary period is six months, with probationary interviews at three and six months. In the event of the postholder's performance being judged as satisfactory, their employment could be confirmed at an earlier point.

In the event of performance not achieving a satisfactory standard, the probationary period may be extended for a further period, or the position may be terminated.

No smoking

A no smoking policy will operate in the office.

Notice period

During the probationary period, the notice period on either side is one week.

After successful completion of the probationary period, there will be two months' notice on either side.

Please note that an offer of employment will be subject to satisfactory references and ability to work effectively from home.

Key dates and the selection process

Closing date: Monday 10th August 2026 at 9am. We will contact all applicants after the closing date to advise on the outcome of your application.

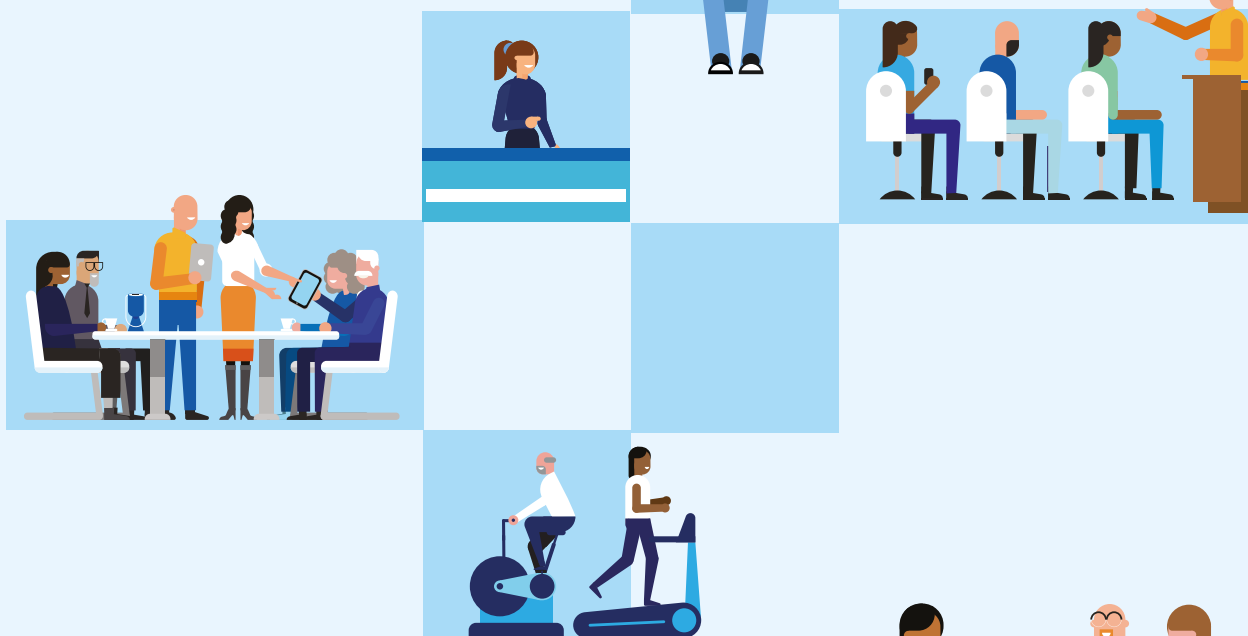
First interviews: Thursday 13th August 2026

Shortlisted candidates will be invited to an interview and asked to complete an online assessment.

Final interviews: Wednesday 19th August 2026

Interviews will be held at our offices in Farringdon.

CAMPBELL TICKELL



MARKETING SUPPORT OFFICER

£29k - £31k pa, potential bonus up to 10%
Central London office / hybrid working



Campbell Tickell is a leading management and recruitment consultancy working across housing, local government, charities and the wider public sector. As we continue to grow, we're looking for a Marketing Support Officer to join our busy marketing team.

Working with colleagues across the business, this is an exciting opportunity to develop your marketing career in a hands-on role that supports integrated campaign delivery, event and webinar coordination, content creation, social media and website updates, HubSpot/CRM administration, reporting and marketing automation.

We're looking for an organised, proactive and digitally minded marketer with experience of coordinating events and using CRM or email marketing systems such as HubSpot. You should be comfortable managing multiple

priorities, working collaboratively with colleagues and delivering high-quality marketing activity that helps engage audiences and support business growth.

If you are interested in developing your marketing career in a values-led organisation with a strong reputation and a commitment to supporting organisations that make a positive difference to communities, we'd love to hear from you.

For more information and details of how to apply, please visit www.campbelltickell.com/jobs

Closing date: Monday 10th August 2026 at 9 am

We reserve the right to close applications early if we receive a suitable number of applications, so we encourage early submission.

CAMPBELL TICKELL

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+44 (0)20 3434 0990 (Recruitment)

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