



Head of Marketing & Communications

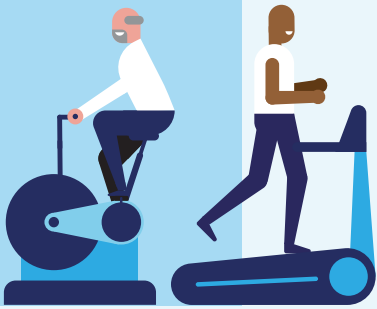


October 2026

The Contents

Your Application	5
Welcome Letter	6
Who Are We	7
Structure Chart.....	9
Role profile	10
Person Specification	12
Key terms and conditions.....	14
Media Advert	15







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 16th November 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

Chloe Wright

Consultant (Recruitment, HR and Assessment)

chloe.wright@campbelltickell.com

+44(0) 7508 997839



Welcome to Campbell Tickell

Dear Applicant,

Thank you for your interest in joining Campbell Tickell as our Head of Marketing & Communications.

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 and communications function continues to evolve, this is an opportunity to shape its direction and contribution to the business. We are looking for someone who can bring strategic focus, creative thinking and sound judgement to how we communicate our expertise, strengthen our reputation and engage clients across established and developing markets.

Working closely with me alongside senior colleagues across Campbell Tickell, you will lead delivery of an integrated approach to our brand, campaigns, content, thought leadership, digital activity and events. A central part of your role

will be strengthening the connection between our marketing and our business development: translating our services into compelling propositions, building relationships with priority audiences and using insight to demonstrate where marketing makes a difference.

You will lead and develop our small but high calibre marketing team, setting clear priorities and giving colleagues the direction and support to deliver effectively. Alongside this, you will help us make informed choices about resources, technology and investment, balancing longer-term brand building with opportunities to support business growth.

This role will suit someone who enjoys working collaboratively, can turn complex subject matter into clear and engaging communications, and is comfortable advising senior colleagues. You will combine a

strategic outlook with a practical understanding of delivery, helping the team focus its efforts where they can have the greatest impact.

At CT, you will find a friendly, supportive team of people who care about their work and the difference it makes. This is an opportunity to bring your ideas, influence our future direction and make a visible contribution within a collaborative, purpose-led organisation.

Please read on to find out more about Campbell Tickell and the role. We look forward to receiving your application.

Yours sincerely,

Greg Campbell

Partner



Who Are We?

Campbell Tickell is a management consultancy, based in London, but operating throughout the UK and Ireland. The principal sectors in which we operate are local and central government, housing, social care and health, charities and social enterprises, public and trade bodies, sports and leisure.

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 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, over 25 years old. Over that time, we have worked with more than 1200 organisations - government departments and agencies, trade bodies, councils, housing associations, care providers, health bodies, sports 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

Greg Campbell

Partner



Vacant

Head of Marketing
& Communications



Rianna Mitchell

Senior Marketing &
Communications Officer



Neha Sudra

Marketing Support
Officer

Role profile

Job Description

Reports to: Partner – Greg Campbell

Direct reports: Senior Marketing and Communications Officer

Indirect report Marketing Support Officer, managed day-to-day by the Senior Marketing & Communications Officer

Overview and purpose

- The Head of Marketing & Communications leads Campbell Tickell's marketing and communications (marcomms) function, ensuring activity is strategically focused, integrated and aligned with organisational and business development priorities.
- The role provides strategic direction across marketing, communications, brand, campaigns, content, thought leadership, partnerships, digital activity and events, focusing resources where they can have the greatest impact.
- A key focus is strengthening the connection between marketing and business development, using insight, CRM data and performance reporting to demonstrate contribution to engagement, opportunities, pipeline and organisational visibility.

- The role leads and develops the marketing team and acts as a trusted adviser to senior colleagues across Campbell Tickell (CT).
- **Team context and role boundary:** The Head of Marketing & Communications owns marketing technology strategy, governance, investment, integration priorities, attribution methodology and function-wide reporting. The Senior Marketing & Communications Officer (SMCO) applies these requirements to designated campaigns, while routine platform administration, data processing and report production sit with the Marketing Support Officer (MSO).

Key responsibilities

1. Marketing and communications strategy

- Lead the development and implementation of CT's marketing and communications strategy, ensuring it supports organisational and business development priorities.
- Translate organisational priorities into clear annual and quarterly marketing plans, objectives and measures of success.
- Identify priority audiences, services, themes and opportunities and determine where marketing resources should be focused.

- Advise senior colleagues on marketing, communications, positioning, reputation and audience engagement.
- Monitor external developments, audience needs and market opportunities.
- Ensure marketing activity balances longer-term brand and reputation building with more immediate business development objectives.

2. Integrated campaigns

- Set CT's integrated campaign framework and determine priorities in line with organisational objectives, business development needs, available resources and expected impact.
- Approve major campaign briefs and ensure campaigns have clear objectives, audiences, propositions, responsibilities and measures of success.
- Delegate responsibility for planning and delivering designated campaigns to the Senior Marketing & Communications Officer.
- Maintain oversight of campaign delivery, performance, risks and resource pressures, and resolve any material issues affecting campaign delivery.

3. Business development alignment

- Work with senior colleagues and business development leads to align marketing activity with priority services, markets and opportunities.
- Ensure CT's service offers are translated into compelling propositions for target audiences.
- Use marketing and CRM insight to support audience development, relationship-building and opportunity generation.
- Strengthen the connection between marketing engagement, opportunities and pipeline.
- Work collaboratively with colleagues responsible for bids and tenders while maintaining clear responsibilities between marketing, business development and bid activity.

4. Brand, reputation and communications

- Own the development and stewardship of CT's brand, positioning, messaging and tone.
- Set appropriate brand, editorial, accessibility and communications standards.
- Maintain oversight of CT's external profile and reputation.
- Provide advice on sensitive, high-profile or reputational communications where required.
- Ensure colleagues have appropriate guidance and tools to represent CT consistently.
- Determine strategic approaches to PR, advertising, partnerships and profile-building.

5. Content and thought leadership

- Set CT's content and thought-leadership strategy, editorial priorities and quality standards.
- Work with senior colleagues to identify content and thought-leadership opportunities.
- Provide strategic direction for reports and publications.
- Ensure subject matter is communicated clearly and engagingly.

6. Digital marketing, CRM and marketing technology

- Provide strategic oversight of CT's digital marketing platforms and marketing technology.
- Ensure HubSpot effectively supports segmentation, campaigns, lead capture, automation and reporting, and integrates effectively with CMap and other business systems.
- Champion good CRM practice, data quality and appropriate governance.
- Identify opportunities to improve marketing through automation and responsible use of AI.

7. Performance, insight and reporting

- Establish clear marketing objectives, KPIs and reporting frameworks.
- Use data and insight to monitor and evaluate campaign engagement, lead generation, conversion, opportunities and other measures, and recommend changes where relevant.
- Provide concise and meaningful marketing performance reporting to senior leadership and other stakeholders.

8. Team leadership and management

- Lead, support and develop the Marcomms team.
- Directly manage the SMCO, who formally manages the MSO.
- Set clear objectives, priorities, expectations and standards for the team.
- Delegate responsibilities and decision-making appropriately.
- Provide oversight, coaching and support to the SMCO in their management of the MSO.
- Build a collaborative culture with clear ownership, accountability and effective cross-cover.
- Encourage continuous improvement, learning and responsible innovation

9. Budget and resource management

- Manage the marketing and communications budget, prioritising expenditure appropriately.
- Appoint and commercially manage agencies, suppliers and external specialists as needed.
- Make informed decisions about internal capacity, external resources and investment.

10. Marcomms consultancy

- Subject to time and resource constraints, be available to engage in the provision of appropriate marcomms consultancy services to external clients as part of broader consultancy teams (examples including stakeholder surveys, communications audit, communications strategy development).

Person Specification

Criteria	Essential	Desirable
Essential knowledge and experience	- Strong experience in a senior marketing and communications role, including developing marketing strategies and presenting recommendations for senior leadership or board review. - Experience leading multi-channel campaigns aligned with organisational and business development priorities. - Strong understanding of brand, reputation, content and thought leadership. - Experience working with and influencing senior stakeholders and subject-matter experts. - Experience managing and developing staff, including setting priorities and delegating effectively. - Experience managing budgets, suppliers and competing resources. - Strong understanding of digital marketing, CRM, automation and audience segmentation. - Experience using HubSpot, or a comparable CRM and marketing automation platform. - Experience using data, KPIs and reporting to evaluate marketing effectiveness. - Knowledge of attribution, lead scoring and marketing-influenced pipeline reporting. - Understanding of SEO/AEO, paid promotion, PR and digital accessibility. - Excellent written, verbal and presentation skills. - Strong project management and organisational skills.	- Experience of B2B professional services, consultancy/advisory or other service-led organisation. - Knowledge of housing, local government, charities, public services or social-purpose sectors. - Familiarity with CMap or a comparable professional services CRM platform. - Experience connecting marketing activity with business development. - Relevant professional qualification or membership, such as CIM or equivalent.





Criteria

Essential

Desirable

Skills and competencies

- Strategic thinking – able to translate organisational priorities into marketing plans/campaigns.
- Leadership – able to lead and develop a team through clear priorities and effective delegation.
- Campaign management - able to oversee integrated multi-channel activity.
- Commercial awareness - understands how marketing supports business development, client engagement and organisational growth.
- Stakeholder engagement - confident advising and constructively challenging senior colleagues.
- Content and communications - strong editorial judgement with the ability to communicate complex subjects clearly.
- Data and insight - able to interpret marketing performance and use evidence to improve activity and investment.
- CRM and digital - good understanding of CRM, automation, segmentation, lead management and reporting.
- Prioritisation - able to manage competing demands, resources and deadlines effectively.
- Collaboration - works effectively across teams and builds strong relationships.

- Advanced knowledge of HubSpot.
- Experience using AI and automation appropriately within marketing workflows.



Key terms and conditions

The role

Head of Marketing & Communications

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

£55k - £60k, potential bonus up to 10%

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 four months, with probationary interviews at two and four 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 to five months 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 16th November 2026 at 9am

We will contact all applicants after the closing date to advise on the outcome of your application.

First interviews: Monday 23rd November 2026

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

Final interviews: Thursday 3rd December 2026

Interviews will be held at our offices in Farringdon.

CAMPBELL TICKELL



HEAD OF MARKETING & COMMUNICATIONS

London | Hybrid | £55-£60K + bonus up to 10%

Campbell Tickell is a leading management and recruitment consultancy across housing, local government, charities and the public sector. As a B Corp with ambitious growth plans, we're looking for an imaginative and strategic marcomms professional to engage our audiences and help drive our next stage of development.

You'll work with senior colleagues to shape integrated marketing and communications, bringing together brand, campaigns, content, thought leadership, digital and events. You'll build strong connections between marketing and business development, turning our expertise into compelling propositions that reach clients across established and new markets.

Leading and developing our small but high-calibre marketing team, you'll set clear priorities, encourage creative thinking and use insight to focus activity where it makes real difference. We're looking for a confident and collaborative marcomms leader combining strategic thinking with practical understanding of how high-quality outputs deliver results.

We offer a friendly, supportive working environment within a values-led consultancy. If you want to make a visible contribution to a business that supports organisations delivering positive social impact, 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 16th November 2026 at 9am.

CAMPBELL TICKELL

+44 (0)20 8830 6777

+44 (0)20 3434 0990 (Recruitment)

info@campbelltickell.com
www.campbelltickell.com

