

Marketing Communications, Campaigns, Events & Sponsorship Manager, H+H

Reporting to: Marketing Director, H+H

Overall job purpose

Responsible for planning and managing H+H's integrated marketing activity across all seven areas of expertise. Translate agreed commercial priorities into coordinated campaigns, communications, events and sponsorships that generate customer engagement and measurable commercial opportunities. Establish the processes, resource planning and delivery discipline that enable One H+H to operate as one marketing function.

Primary accountabilities

Marketing planning and operations

- Maintain the annual H+H marketing plan and a rolling quarterly campaign and activity calendar, bringing together the three commercial portfolios and shared organisational priorities.
- Run a weekly work planning meeting; maintain a shared register of briefs, owners, deadlines, dependencies, approvals and delivery status.
- Assess incoming requests for clarity, commercial purpose, timing and resource requirements; resolve routine scheduling conflicts and escalate competing strategic priorities to the Marketing Director.
- Agree delivery plans with the Brand, Content, Web, Digital & CRM Manager and allocate work to approved internal resources and suppliers.
- Establish reusable briefing, approval and reporting processes that reduce duplicated local activity and make urgent requests manageable.

Integrated campaigns and communications

- Turn approved commercial briefs into campaign plans specifying audiences, objectives, messages, channels, budgets, response routes and measures of success.
- Manage delivery across email, social, paid media, print, PR, direct communications and events, coordinating specialist execution and technical approvals.
- Manage H+H's external PR agency and other communications partners, setting clear briefs and priorities, coordinating activity across the organisation and reviewing performance and value.
- Check that each campaign has an agreed commercial owner, enquiry destination and follow-up process before launch.
- Coordinate internal announcements, service launches and colleague engagement programmes with HR, leaders and the brand manager.

- Maintain communications schedules during sensitive or urgent situations; support the Marketing Director with approved messages and distribution arrangements.
- Coordinate the production and delivery of key corporate marketing communications and materials, including shareholder communications, annual reports and accounts, staff handbooks, induction materials and other organisation-wide publications, working with the relevant internal owners and external suppliers.
- Coordinate ongoing branded signage requirements with the Brand, Content, Web, Digital & CRM Manager, operational teams and approved suppliers, ensuring new and replacement signage follows agreed H+H brand standards.

Events, engagement and sponsorship

- Plan and coordinate H+H participation in relevant business, trade and networking events across its areas of expertise, ensuring activity supports agreed commercial priorities.
- Develop and deliver H+H-hosted customer, educational and networking events, working with internal specialists and external partners to identify relevant topics, audiences and opportunities for engagement.
- Plan event briefs covering propositions, content and speakers, audience, venue or stand experience, staffing, hospitality, promotion, lead capture and post-event follow-up.
- Manage bookings, contractors, print, equipment, transport, set-up and on-site delivery; coordinate risk assessments and venue requirements with operational colleagues.
- Create consistent One H+H event standards while accommodating different audiences, local requirements and specialist professional needs.
- Negotiate sponsorship deliverables, record contractual commitments and ensure agreed visibility, access and activation benefits are delivered.
- Develop the annual H+H events, exhibitions, agricultural shows, conferences, networking and sponsorship programme for approval, with a clear strategy, commercial purpose and audience for each investment.

Budgets, suppliers and performance

- Manage delegated campaign, event and sponsorship budgets; maintain purchase commitments, forecasts and actual expenditure against approved plans.
- Brief and manage PR, production, events, media and communications suppliers; assess quality, delivery and value against agreed requirements.
- Produce a monthly delivery and expenditure report using digital and CRM data supplied by the brand manager and commercial results supplied by the executives.
- Run post-campaign and post-event reviews covering response, qualified opportunities, follow-up, costs and improvements to future investment.

Cross selling and marketing collaboration

- Work closely with the brand manager, Commercial Marketing Executives and Content Creator / Designer to plan shared campaigns, coordinate resources and connect activity across portfolios.

- Build cross-selling into campaigns, events and sponsorships, introducing customers to relevant H+H expertise and agreeing lead capture and follow-up with commercial colleagues.

Travel requirements

- Travel to all 13 H+H locations across northern England and southern Scotland is expected, together with travel to relevant agricultural shows, exhibitions, business and customer events. This will include event set-up and attendance, which may require travel or working outside normal office hours.

Working relationships

- Work closely with both functional and commercial colleagues, area leaders, HR, operational teams, event organisers, media and production partners.

Responsibility and authority

- Own campaign operations, scheduling and event delivery within delegated authority. The Marketing Director approves strategic priorities and total budgets; the brand manager owns brand, editorial and digital standards. Line management responsibilities require confirmation.

Person specification

Essential

- Experience managing integrated marketing campaigns and substantial events through planning, delivery and evaluation.
- Strong project management, budget control and supplier negotiation skills; able to coordinate multiple deadlines and locations.
- Ability to challenge incomplete briefs, secure decisions and hold colleagues and suppliers to agreed commitments.
- Working understanding of digital, email, PR, print and lead capture, with the judgement to involve specialists.
- Clear written communication, calm delivery under pressure and evidence of using results to improve activity.
- Experience assessing sponsorship opportunities, negotiating activation benefits and evaluating their commercial contribution.

Desirable

- Agricultural shows, rural business or multi-site services experience.
- Experience introducing shared marketing workflows and managing sponsorship activation.

Measures of success

- Delivery against agreed deadlines, budgets and campaign objectives.
- Event contacts and qualified opportunities recorded and handed over within agreed timescales.
- Campaign and event costs assessed alongside attributable opportunities and subsequent commercial outcomes.
- Reduced duplicated production, avoidable rework and missed approvals.
- Targets will be agreed with the Marketing Director and relevant commercial colleagues.