



Job Description – Marketing Director

Job Title: H+H Marketing Director

Reporting To: Chief Executive

Overall Job Purpose

The H+H Marketing Director is responsible for defining and delivering the Group's marketing, brand, communications and engagement strategy.

A significant aspect of the role is stakeholder engagement, acting as the custodian of the brand and a visible ambassador for the organisation with customers, partners, suppliers, industry bodies, investors, media and employees.

Primary Accountabilities

Strategic Leadership

- Develop and implement a Group-wide marketing and communications strategy aligned with Group objectives.
- Position marketing as a strategic commercial partner to the Sales and Operations functions.
- Ensure all marketing activities directly support business development, customer acquisition and retention goals.
- Lead the evolution and embedding of one H+H across all businesses, markets and channels.
- Identify new market, customer and service opportunities and work with the Executive Board to develop growth strategies.
- Provide thought leadership on market trends, customer insights and competitor activity to inform business strategy.
- Contribute as a member of the executive leadership team to wider organisational planning and decision-making.

Brand, Communications and Reputation

- Act as the guardian of the Group's brand identity, reputation and market positioning.
- Ensure consistency of brand messaging across all internal and external communications.
- Lead corporate communications, public relations and reputation management activities.
- Ensure that the compelling value propositions that differentiate the organisation in its markets are embedded and understood
- Advise on crisis communications and reputational risk where required.
- Drive focus to enhance the Group's profile and credibility.

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Sales Alignment and Commercial Growth

- Build a highly effective partnership with Sales and Operations leadership teams.
- Establish marketing programmes that generate measurable commercial outcomes.
- Lead demand generation, lead nurturing and customer engagement strategies.
- Develop market segmentation, customer insight and data-driven marketing approaches.
- Develop market segmentation, customer insight and customer experience strategies to improve acquisition, retention and advocacy.
- Ensure clear marketing performance metrics are established and reported.
- Support account growth, customer retention and cross-selling opportunities.
- Support and help integrate any acquisitions, with brand, culture, communications and stakeholder planning.

Internal Engagement and Culture

- Lead the communication and embedding of the one H+H culture and organisational vision across the business.
- Develop internal engagement strategies that strengthen employee understanding, alignment and advocacy.
- Partner with HR and senior leadership teams to support culture, values and change management initiatives.
- Ensure employees understand their role in delivering the brand promise.
- Champion transparent and effective internal communications of the H+H Way.

External Engagement and Stakeholder Management

- Develop and maintain strong relationships with key customers, partners, suppliers, industry bodies and influencers.
- Represent the organisation at industry events, shows, conferences and networking forums.
- Enhance corporate visibility through strategic partnerships and stakeholder engagement programmes.
- Build relationships with media and external communications partners.
- Identify opportunities to strengthen the Group's market presence and influence.

Team Leadership

- Provide leadership, mentoring and strategic direction to the existing marketing team.
- Review resources, team structures, capabilities and processes to ensure optimal performance.
- Create a high-performance culture focused on accountability, innovation and continuous improvement.
- Demonstrably live and embody the values of the Group, setting the example for the rest of the business to follow.



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- Develop succession plans and professional development opportunities within the marketing function.
- Foster collaboration between Marketing, Sales, Operations and other key business functions.

Digital and Marketing Operations

- Oversee digital marketing, content, customer experience and marketing technology platforms.
- Drive the effective use of data, analytics and customer insights.
- Manage marketing budgets and ensure return on investment is maximised.
- Introduce best-practice marketing processes, governance and reporting frameworks.
- Evaluate and manage relationships with external agencies and service providers.