

CIH job description



Job title:	Head of business development and marketing
Department:	Marketing, communications and B2B
Reports to:	Director of strategic marketing and communications
Management of:	BDM manager/s Marketing team
Location:	Coventry, with UK-wide travel
Grade:	Grade P5: £43,776 - £50,922
Date prepared:	April 2017
Job purpose: To effectively lead and manage the marketing and business to business functions for CIH (England) to deliver results. This new post will play a key role in driving our organisation forwards working with the director of marketing and communications.	
Key responsibilities: <ul style="list-style-type: none">• Deliver business development growth and an integrated marketing strategy in line with an agreed business plan which you will help set with the director and other senior colleagues• Gain an in-depth understanding of the organisational needs of our clients and work with the team to build a package of our products and services to directly address them• Understand and interpret market trends, segments and the competitive landscape and turn them into commercial advantage• Provide leadership and guidance to build a high-performing team in line with our organisational values, ensuring an energised and collaborative culture.	
Business development <ol style="list-style-type: none">1. Deliver retention and growth of existing business and acquisition of new business. Identify opportunities for growth/new revenue streams2. Build and manage a solid pipeline of business, lead generation and win/loss information – utilising the CRM3. Establish a wide network of relationships across the organisation and sector. Own and initiate relationships with existing and new customers4. Deploy sales management processes and procedures to drive the highest level of customer service and ROI for the organisation5. Monitor and regularly report on performance against the business plan	
Marketing <ol style="list-style-type: none">1. Lead the delivery of marketing communication strategies to drive growth across our product portfolio with specific emphasis on membership and our Housing Academy2. Work with the senior communication and content manager create on-brand content, which at	



its heart addresses the opportunities and issues of members and customers

3. Create and deliver effective customer segmentation, positioning and targeting of messages
4. Manage digital activities and platforms in particular our web estates and email communications to build a first-class user journey
5. Support the development of our brand identity to enhance our brand equity as a leading authority on housing, to support our success in the marketplace

Knowledge, skills and experience

Essential

Experience:

- Proven experience in leading, developing and implementing successful business development and/or marketing strategies which directly support business plans and drive growth
- An effective senior leader who has successfully built and managed high-performing teams
- Experience building relationships with senior colleagues – externally and internally
- Proven success in setting and delivering business plan targets
- Passionate about achieving results and committed to growing our business and building the team

Knowledge/skills:

- Detailed understanding of how to devise, plan and manage targeted marketing campaigns which get the right message to the right person at the right time
- First-rate communication and sales skills
- Solid understanding of sales management processes in a B2B environment
- Solid understanding of employing marketing techniques/strategies to generate results
- First-rate understanding of digital marketing – especially email communications and content management systems
- Highly analytical and able to understand how we need to continually adapt our activities and approach to meet market/customer need
- Business acumen - ability to take responsibility and make good decisions for the organisation and for the customer while managing resources effectively
- Ability to prioritise a diverse workload and work to tight deadlines within budget
- Good understanding of CRM systems with the ability to extract, analyse and evaluate data

Desirable

- Experience in housing or the not-for-profit sector

Other information:

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Signed: Josie Twinning-Stroud

Date: April 2017

Reviewed: April 2017