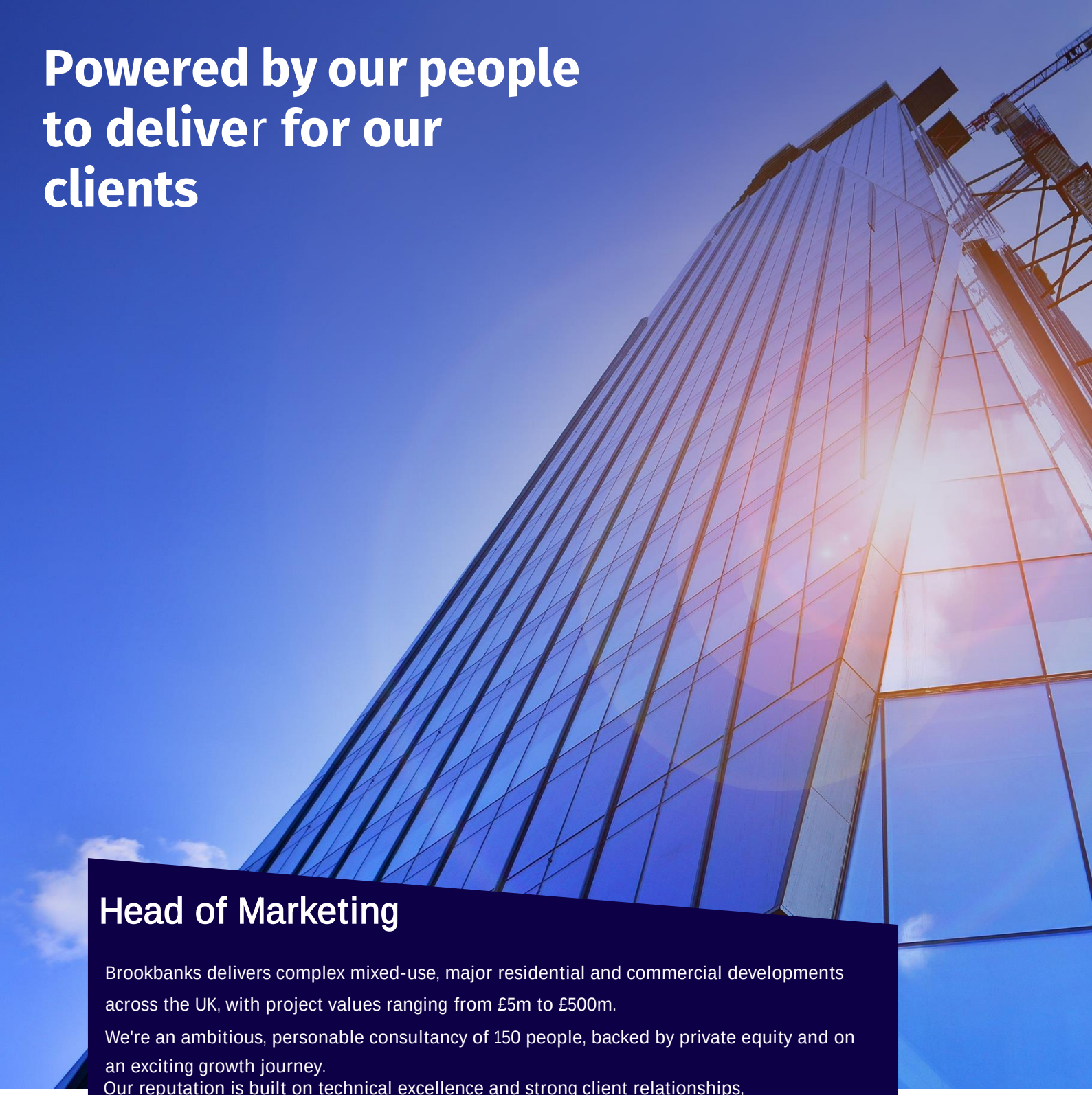
Powered by our people to deliver for our clients



Head of Marketing

Brookbanks delivers complex mixed-use, major residential and commercial developments across the UK, with project values ranging from £5m to £500m.

We're an ambitious, personable consultancy of 150 people, backed by private equity and on an exciting growth journey.

Our reputation is built on technical excellence and strong client relationships, and we're ready to build on that success by making marketing a key driver of our next phase of growth.

As our first Head of Marketing, you'll lead a team of two, report to the Chief Operating Officer and work directly with our Directors and leadership team.

You'll have the autonomy to shape the strategy, strengthen our market position and help take the business into new sectors and markets, with the opportunity to see the direct impact of your work.

BROOKBANKS

What will you be working on?

As Head of Marketing, you will play a key role in supporting Brookbanks' growth strategy, strengthening our brand and generating new business opportunities across our diverse service lines.

Marketing Strategy & Leadership

- Own and deliver the marketing strategy, aligned with the Group's growth plan.
- Manage the marketing budget and ensure effective allocation of resources.
- Work closely with the leadership team to support business objectives and commercial priorities.
- Lead, mentor and develop a high-performing marketing team.

Brand & Marketing Positioning

- Build Brookbanks' brand, reputation and credibility across our target sectors.
- Ensure consistent messaging and positioning across all channels.
- Develop campaigns that showcase Brookbanks' expertise, innovation and client success.

Business Development & Lead Generation

- Drive lead generation activity in collaboration with Directors and Business Development teams.
- Improve bid support and marketing collateral to strengthen win rates.
- Identify and support opportunities in new sectors and geographic regions.
- Develop market entry strategies to establish Brookbanks' presence in emerging markets.

Digital Marketing, Content & Creation

- Oversee digital marketing activity, website management and social media channels.
- Lead content creation across thought leadership, case studies, PR and events.
- Manage CRM and marketing automation activity to generate and nurture opportunities.
- Coordinate external agencies and specialist suppliers where required.

Performance & Reporting

- Monitor marketing ROI, pipeline contribution and commercial performance.
- Provide clear reporting and insights to the leadership team.
- Use data and market intelligence to continuously improve marketing effectiveness.

What's in it for you at Brookbanks?

- ✓ **Personable environment:** As a UK, privately owned consultancy, you'll be more than just a number. You'll work closely with our Directors and leadership team, with the opportunity to influence decisions and make a real difference.
- ✓ **Roadmap for progression:** We're expanding into new sectors and regions, giving you the opportunity to shape our marketing function, grow your role and develop alongside the business .
- ✓ **Autonomy:** As our first Head of Marketing, you'll have the freedom to set the strategy, shape the budget, bring ideas to life and build a function that delivers real results.
- ✓ **Innovation:** Free from rigid processes and layers of heirarchy, we encourage fresh thinking, challenge the status quo and embrace an entrepreneurial mindset.
- ✓ **Hybrid and Flexible working:** We trust you to decide how you work best and endeavour to accommodate your personal circumstances.
- ✓ Scale and Scope: You'll help position Brookbanks across some of the UK's most prestigious residential, commercial and mixed-use developments, with the opportunity to influence our growth into new sectors and markets.

What do we look for?

- Proven experience in a senior marketing leadership role, ideally within the built environment, consultancy, property, engineering or professional services sectors.
- Strong strategic marketing expertise with experience developing and delivering growth-focused marketing plans.
- Demonstrable success in brand building, lead generation and business development support.
- Experience managing marketing budgets, reporting on ROI and measuring campaign effectiveness
- Excellent stakeholder management skills and the ability to influence senior leadership.
- A commercial mindset with the ability to align marketing activity to business objectives and growth plans.
- Outstanding communication, presentation and relationship-building skills.
- A proactive, entrepreneurial approach and passion for driving results.

Location & How to Apply:

This role is based in **Solihull** with hybrid working available. To learn more, or to apply, please send your **CV to Zoe Evans, Head of Talent**, at **recruitment@brookbanks.com.**



BROOKBANKS

The Company

Expert technical, commercial and development consultants operating across all types of projects nationally.

Specialist advisors, with a track record of success, driven to support our clients' projects.

Our Development Partner (Master Developer) service is the only one of its kind in the UK. Led by ex-home builders and commercial developers to deliver our clients major development sites.

We are built to be different; we are built to guide our clients to success

The Brookbanks Difference

Working at Brookbanks is about leading innovation, creating great outcomes and driving change.
Our work is challenging, rewarding and ever-changing, but we wouldn't be where we are today if we weren't one of the best in our field and a great place to work.

Brookbanks is built on loyalty, wellbeing, sustainability, security and support; we take care of our people just as we take care of our clients.

Working for us

- Land, Development and Communities
- Cost and Commercial
- Civil Engineering
- Development Management
- Structural Engineering
- Mechanical and Electrical Engineering