

JOB DESCRIPTION

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| Job Title | Head of Communications and Marketing |
| Reports To | Communications and Marketing Director |
| Function | Communications and Marketing |
| Version/Date | February 2025 |

Company / Function

Communications and Marketing leads our government, public and community relations, campaign, brand, and social value, working across Pearson Engineering and Responsive Engineering.

Job Purpose

As the Head of Communications and Marketing for a leading UK defence company you will be responsible for elevating the company's market presence, reputation and engagement with key stakeholders. This position will drive public relations, brand leverage and targeted initiatives to enhance our presence.

Key Responsibilities

- Work with the Director to set the Communications and Marketing strategy and plans, aligned with the business goals.
- Lead the development of consistent communications, positioning and tone of voice across the company.
- Deliver company presence at trade shows and industry events
- Deliver company-wide intranet and newsletter
- Strengthen the company's position in the markets in which we operate, with customers and other key stakeholders
- Lead PR, press releases, industry publications, media engagement. Work collaboratively with government, industry and other customer press offices
- Support bid teams and business development with marketing messages and collateral. Align marketing with sales and business development.
- Manage team budget

Skills/Experience**Strategic Communications & Leadership**

- Proven ability to develop and execute high-impact marketing and communication strategies aligned with business objectives.

- Ability to influence and engage senior stakeholders, including government, military, industry partners, and investors.

Marketing & Brand Development

- Expertise in brand positioning, reputation management, and storytelling within a highly regulated industry.
- Experience in developing and implementing integrated marketing campaigns across digital, print, and event channels.
- Strong understanding of digital marketing, social media, SEO, and content marketing to enhance online presence.

Corporate & Stakeholder Communications

- Strong ability to craft clear, persuasive messaging for diverse audiences, including technical and non-technical stakeholders.
- Excellent media relations skills, with experience managing press engagement and crisis communications.
- Experience working with government and regulatory bodies, understanding of defence industry sensitivities would be a bonus

- Ability to develop employee communications strategies that align employees with business goals.

Industry & Market Expertise

- Understanding of communicating in a sector with complex geopolitics and procurement
- Understanding of how to operate in regulated industries
- Project Management
- Ability to lead multiple initiatives simultaneously.
- Ability to work in a fast-paced, highly regulated environment with shifting priorities.

Interpersonal & Communication Skills

- Exceptional written, verbal, and presentation skills.
- Strong negotiation and relationship-building abilities.

Personal attributes and other requirements

- Working in the defence sector, colleagues have to be able to complete relevant security clearances.
- You will be expected to support in-house training programmes, as required.

Working Conditions

- Mainly office-based with visits to some events in the UK and overseas.
- Working conditions whilst on customer sites may include working outside of normal business hours.