

Marketing Director

VOCAL™
FROM HUDSON OUTSOURCING

Based – Durham (office-based full time)

Salary – £60,000 (annual reviews)

Hours – Monday–Thursday 9–5:30pm and Friday –5pm

Holidays – 25 days plus bank holidays



Background

We are looking for an experienced individual to lead our Vocal department in the role of Marketing Director. The role will change daily, so you must be adaptable and not afraid of change as our evolving business is constantly changing (for the better). We have grown by 21 new team members over the last 12-months and are currently looking for an additional 20. It is an exceptionally exciting time for Hudson Outsourcing with our expansion into the US. We have grown a highly profitable business and we're now looking to significantly expand our Senior Team.

You must have an abundance of common sense, be bright, and willing/able to input ideas to drive forward new and existing projects, both internally and externally, and you must be a born problem solver. With clients in 32 countries, you must be willing to research, understand and implement projects across a range of different cultures and manage a busy and stressful workload in varying time zones, operating in global markets.

The commercial Vocal division is relatively new for Hudson Outsourcing, but you will be instrumental in shaping it into a leading division for our firm. You will be supported by a wider team of 45 staff here in the UK, a wider team in the States and a Development Team in India. We expect the Vocal team to grow from seven to at least twenty in the next 18-months.

No two days will be the same for this role, so time management is essential when ensuring all projects are moved forward at equal pace.

The Role

We are looking for a highly experienced individual to join our Marketing Team in the lead role of Marketing Director. Your primary responsibility will be leading and mentoring a wider marketing team of five and growing this team yearly alongside the growth of the Company.

You must have an abundance of common sense, be bright and be willing and able to input creative ideas and feedback and improve ideas from more junior team members. Projects include both internal and external. Your first objective will be setting the global marketing strategy for divisions including, Hudson Succeed, Hudson Discover, Hudson Procure, Alpha and Vocal, and setting the strategy for other businesses owned by the Directors, such as the IPB, Hudson Publishing and Santa Academy. This is an extremely busy and vast role.



Day to day

The Marketing Director role at Hudson Outsourcing is a rare opportunity to lead a high-profile, results-driven, consultancy division. You will be responsible for:

- Delivering exceptional customer service and identifying and implementing opportunities for marketing contracts with incoming client leads, all whilst assisting business growth and performance.
- Managing the launch of Vocal which will add to our highly successful Hudson Discover and Hudson Succeed divisions, which currently assist approximately 1,500 clients in 32 countries.
- Working across all business sectors, including public sector, third sector, technology, care, education, facilities and construction to name a few, you will be responsible for growing your division, recruiting suitable team members and delivering a robust and profitable offering to clients.
- Working with other department heads, you will take our business from 1,500 clients to 5,000 in the next two years – across all divisions.
- Setting the service offering for Vocal and working with our creative and development teams to ensure marketing material and messages are on point.
- You will deliver training to not only your own team, but also the growing sales team who will be responsible for bringing in new business for Vocal. With a large team of 15 Bid Writers, you will be instrumental in critiquing bids they produce for the Vocal division to ensure what we submit is exceptional and of winning calibre.
- You will be a member of the senior management team and report quarterly during management meetings, so previous experience at this level is required for the role.
- You will feed into our Global Strategy and work closely with our CEO and Managing Director who you will report into via KPI meetings.
- This will be a busy department once up and running, working with upwards of 100 clients per month within 24 months of launch, so the ability to understand recruitment trigger points in advance is essential to ensure we can service all clients that require our support. We will always invest in new talent.
- With clients in 32 countries this is an exceptionally busy but rewarding role.

Required skills:

- Events & exhibition management
- PPC advertising
- SEO
- PR and communications
- Strategy development and management
- Client management
- Taking product and service from concept to sale
- Budget management
- 10+ years marketing experience
- Presentation skills
- Creative eye for detail
- Data analysis
- Coordinating internal marketing and culture
- Performance management
- Project management.



To be considered for this role you must:

- Have a bachelors degree – Masters is highly desirable
- Outstanding presentation, analytical and numerical skills
- Vast experience working in an agency or consulting capacity
- Proven track record of results
- Excellent contact base.

What we offer:

- Starting salary of £60,000
- Friendly working environment in attractive offices
- Apple laptop, company mobile phone, and any other devices you feel you need to perform.
- 25 days holiday + bank holidays
- International travel to conferences and to see clients/staff in other locations.

Please note due to constantly onboarding new staff in this fast growing business, this is an office-based role, please do not apply if you want hybrid/home working.

Reporting into:

- Managing Director and CEO

Other:

- Full driving license and access to your own car is essential.
- National and international travel is expected.

To Apply:

Please send your CV to Jill Hudson –
jill@hudsonoutsourcing.com - with a cover letter
telling us why you'd be a great fit for the role.

To apply for this role, you must have a driving license and access to your own car as well as an undergraduate degree or higher.

