

Head of Marketing and Communications

Summit Media is the UK's leading strategic online marketing and ecommerce agency for retailers. Our sector-specific experience and expertise delivers greater results for retail brands than generic agencies. Combined with our groundbreaking technology, Summit Media is best placed to unlock the unrealised and massive revenue potential of multichannel marketing for UK retailers.

Summit Media is headquartered in East Yorkshire in the United Kingdom. With over 100 employees Summit Media manages the digital market strategy and implementation for some of the UK's largest retail brands including, Comet, Argos, 3 Mobile and Play.com resulting in an annual turnover of £21m in 2009.

The Head of Marketing and Communications is responsible for proactively growing the awareness and reputation of Summit as the UK's leading strategic online marketing and ecommerce agency for retailers. As such, he/she will set the internal and external marketing communications strategies for the business and support the other business units to generate sales leads and referrals.

Responsibilities include:

- Strategy
- Media Relations
- Management of website content/contact
- Marketing
- Internal communications
- Team management
- Other ad-hoc projects that raise the profile of Summit or engage employees

Required Skills:

- Strong strategic communications counsel
- Relevant previous experience, ideally in a similar role, agency environment preferred but not essential
- Strong organisational and project management abilities
- Excellent writing skills
- Enthusiasm and comfort building connections throughout Summit
- Strong understanding and appreciation of the needs of media editors
- Outstanding relationship management skills (ideal candidate will have existing relationships with key editors in the brand communications trade press)
- Understanding of newsworthy material and finding and presenting the 'angle' in the optimal way
- Familiarity with the digital marketing industry
- Ability to multi-task and prioritise
- Fiscal responsibility skills for budget management

A competitive salary will be paid based on qualifications and experience. The post holder will be based at the Townend Farm Media Centre, Northcliffe, YO43 4XB. For full details see: www.summit.co.uk

Contact with CV and letter of application: Val Patterson, Human Resources Manager. Email: val.patterson@summitmedia.com Townend Farm Media Centre, tel. +44(0) 01430 875760 Fax +44(0) 01430 875752

Job Description

ROLE

The Head of Marketing and Communications is responsible for proactively growing the awareness and reputation of Summit as the UK's leading strategic online marketing and ecommerce agency for retailers. As such, he/she will set the internal and external marketing communications strategies for the business and support the other business units to generate sales leads and referrals.

RESPONSIBILITIES

Strategy

- Support the Managing Director with strategic communications counsel
- Define and constantly update all company messaging
- Aligning your marketing communications strategy with the business' core objectives
- Providing strategic counsel on issues management
- Implementing strategic campaigns around key themes and topics

Media Relations

- Actively creating, developing and delivering communication ideas which foster Summit's reputation as an organisation that defines and delivers a 'point of difference' for all of its clients
- Actively maintaining relationships with key industry journalists
- Monitor the forward feature lists and develop appropriate newsworthy angles
- Responsible for drafting, seeking stakeholder approval and distributing press releases. Topics will include, but are not limited to, business activity such as awards, hires, client wins, business developments, etc.
- Field all incoming requests for information/comment from journalists and lining up appropriate responses
- Actively securing one-on-one briefings with tier one journalist
- Collate and provide information for media league tables

Management of content/contacts

- Responsible for maintaining the information on the company's website
- Maintain an up-to-date media contact lists (marketing and digital trade and specialist retail and general media)
- Monitor and maintain library of press clippings and coverage book for reception
- Work with account management team to draft and maintain library of short and long-form case studies
- Maintain library of all conference 'insight' presentations
- Maintain library of all client-facing employees' biographies
- Develop any additional collateral required by the business

Marketing

- Develop rolling conference calendar
- Secure speaking opportunities at desired industry events and provide support where required
- Develop rolling awards calendar
- Manage the drafting and submission of all awards

- Manage an ongoing program for developing thought leadership material
- Set and manage a program for advertising and sponsorships

Internal communications

- Manage work with the design team to produce the internal newsletters
- Manage an internal program to keep all staff up-to-date with industry news via the Summit News portal
- Support internal teams on client communications initiatives

Team management

- Manages efficient use of PR assistant
- Provide monthly updates all marketing communication activity to the senior management team

Other activities

- Proactively create and coordinate ad-hoc projects that raise the profile of Summit or engage employees
- Coordinate tours of Summit office locations
- Support the management team as required to further business development agenda
- Develop and implement a process for evaluating the success of the marketing communications strategy

REQUIRED SKILLS

- Strong strategic communications counsel
- Relevant previous experience, ideally in a similar role, agency environment preferred but not essential
- Strong organisational and project management abilities
- Excellent writing skills
- Collegial, team-player (at ease working with senior executives within Summit and externally)
- Enthusiasm and comfort building connections throughout Summit
- Strong understanding and appreciation of the needs of media editors
- Outstanding relationship management skills (ideal candidate will have existing relationships with key editors in the brand communications trade press)
- Understanding of newsworthy material and finding and presenting the 'angle' in the optimal way
- Familiarity with the digital marketing industry
- Ability to multi-task and prioritise
- Fiscal responsibility skills for budget management