

Senior Planner

COMPETITIVE SALARY

+ 25 days' holiday, healthcare, dental, pension, staff discount scheme

About you

We are looking for someone who can understand the role that each of our capabilities play, in order to help create and develop marketing plans and campaigns that help achieve outstanding ROI. We need talented, ambitious people to help us realise our vision.

The role

We see the expansion of our Planning Team as a critical step in the next phase of our growth as a company. This is based on our passion for marketing effectiveness and our belief that adding formal planning capability to our existing client service, consulting, creative, data, lead generation, digital and project management skills will further improve the outcomes we are able to deliver for our clients.

Skills and responsibilities

Key deliverables in role:

- Challenge the client brief to identify critical information gaps and opportunities
- Play a pivotal role in ensuring the virtual client team is involved in responding to the client brief at the right stage of the campaign planning process, and be the owner of the marketing response back to the client
- Work alongside the Inside Sales department, Client Services and the client to understand and define funnel metrics and ROI measures for campaigns
- Apply market, audience and channel insight to ensure major programme plans are robust in terms of marketing effectiveness and able to meet objectives
- Play a key role in positioning and proposition development: mapping client propositions against market/ industry trends and opportunities. Support the Creative team in articulating potential positioning routes and articulating the rationale for campaign ideas that fall out of the positioning recommendations
- Brief and manage research projects that have been outsourced to an external research agency
- Develop discussion guides and undertake telephone interviews with decision-makers within the client's target market to gain insight
- Support the creative briefing process through delivering the insight and act as a sounding board through the creative process
- Work with the virtual team to ensure that a high-quality, creative yet structured campaign plan is presented to the client
- Work alongside our Client Services, Creative and Inside Sales teams on key campaigns
- Troubleshoot existing projects and accounts – bringing consultative expertise to bear to resolve marketing challenges

Behaviours:

- Genuinely passionate about improving marketing effectiveness through research, measurement and evaluation
- Consultative and collaborative: able to work with and through people to deliver high-quality outcomes
- Inquisitive – an interest in the world at large as well as the individual
- Strategic and visionary mind and ability to order and communicate thoughts
- Ability to take a wealth of disparate information and make it coherent – “See the wood, not just the trees”
- Ability to translate research findings and insight into great comms plans and creative briefs
- Sound understanding of established and new media channels and in what context to use them
- A team player



Experience

- Experience of B2B marketing planning, either within an agency or a client-side environment
- Strong understanding of complex B2B Sales and Marketing, in particular the ICT and Services industries
- Extensive digital planning experience
- Experience of articulating and convincing others of the power of marketing strategy and planning and its contribution to return on marketing investment
- Strong understanding of the broader marketing discipline – able to work within an integrated environment
- Experience of articulating and presenting rationales for campaign programmes and in running client-facing workshops

Education

- Graduate

About The Marketing Practice

The Marketing Practice was founded in 2002 to fulfil a vision of a marketing agency that is “fanatical about sales-focused marketing that delivers tangible sales results”.

As a company, we are leading the development of B2B marketing. Our clients rely increasingly heavily on our knowledge, ideas and delivery. Our clients are among the most experienced and sophisticated marketers in the IT and Services industries. They look to us to deliver integrated marketing programmes that really make a difference to their business results (often changing the way that marketing is delivered and perceived).

- A unique and inspiring working environment
- 25 days' holiday
- Healthcare
- Dental cover
- Life assurance
- Pension scheme
- Learning grants
- Onsite parking
- Employee discount
- Free breakfast, lunch and fruit items provided
- Summer ball
- Company days away (previously Bluestone Park in Wales and Marbella in Spain – twice!)
- Social committee – previously we have had a fish & chip van on St George's Day, bowling and laser quest nights, free ice cream on the first hot day of the year, lunchtime picnics/barbecues, and more!
- 'Let's celebrate the week' – every Friday we finish half an hour early to have a drink in the office with our colleagues to finish the week with a smile
- Sports clubs – cricket, rounders and football

**For more information or to apply for this role:
Contact talent acquisition at careers@themarketingpractice.com**

 [@TMPTweets](https://twitter.com/TMPTweets)

 [The Marketing Practice](https://www.linkedin.com/company/the-marketing-practice)

