

Marketing Manager

Reporting to: Group Head of Marketing
Team: Marketing
Location: Sidcup/London/Hybrid



Join our team

At Frankham Group, we are on an exciting journey. As we scale to become a Top 25 UK built environment consultancy, we are launching a new corporate growth plan. To support this ambition, our Marketing team is expanding.

We are looking for a commercially driven Marketing Manager to act as the dedicated marketing lead for our technical disciplines. You will be focusing on our specific service offerings, translating complex technical expertise into highly targeted campaigns.

This role is ideal for a B2B marketer or professional services expert who excels at stakeholder management, understands how to market technical disciplines, and enjoys building new processes.

Who we are

We are a leading multidisciplinary infrastructure and built environment consultancy.

Our vision and purpose is to shape a safer and better built environment – **trusted** by those we serve, **valued** by the communities we touch, and a place where great **people** thrive.

Reflecting our commitment to being a best-in-class employer, we have proudly held the Investors in People accreditation since 2011 and currently hold IIP Gold status.

Your career at Frankham

People are at the heart of everything we do.

Our commitment is simple: to provide a great place to work and to help you achieve your personal and professional career goals.

Working with us means you will

- maximise your development.
- be part of a community.
- work with exceptional people.
- have a healthy work-life balance.

The values we commit to

People. Partner. Purpose.



Putting People First

We support, respect, and empower each other, because when our people thrive, everything else follows.



Trusted Partner

We honour our commitments, communicate openly, and bring expertise, challenge and care to everything we do.



Driven by Purpose

We create safe, better and more inclusive environments for clients, communities, and the places we help shape.

Your Job Description

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Your key responsibilities

Campaign Execution

- Manage and deliver the marketing strategy for Frankham's individual technical disciplines, ensuring each core service line has a clear value proposition tailored to its specific requirements.
- Design and execute highly targeted lead-generation campaigns for specific departments and sectors, ensuring a flow of tracked opportunities to the Business Development team.
- Develop and execute targeted cross-selling campaigns designed to educate existing clients on Frankham's wider multi-disciplinary capabilities.
- Work with the Group Head of Marketing to ensure all discipline and sector specific messaging integrates with the overarching group strategy.

Process Creation & Pipeline Management

- Design and take ownership of a new process to track and measure Marketing Qualified Leads (MQLs) generated from campaigns.
- Track the performance of all related marketing activities, reporting monthly to the Group Head of Marketing.

Physical Evidence & Competitor Intelligence

- Manage the revision and quality control process for all discipline-specific marketing collateral. Liaising with external graphic designers to ensure brand consistency.
- Continuously analyse competitor activity within our key service lines. Use this market intelligence to refine our positioning, reporting back to the Bids and Business Development teams.
- Act as the primary marketing contact to our technical teams. Extracting their subject matter expertise and translate it into accessible, engaging thought leadership.

About you

- Highly autonomous and commercially driven.
- A strategic thinker who can seamlessly connect high-level business objectives to tactical marketing execution.
- Confident in challenging and influencing senior stakeholders and technical directors.
- Results-oriented, with a deep appreciation for data, CRM management, and measurable pipeline generation.

Your Job Description

Your skills and experience

Essential

- 5 years' + experience in a marketing management or professional services marketing role.
- Strong commercial acumen with proven experience building lead generation processes and aligning marketing outputs with sales objectives.
- Exceptional copywriting and editing skills, with a meticulous eye for detail and consistency.
- Excellent stakeholder management skills.

Desirable

- Direct experience marketing within the built environment, construction, engineering, or professional services sectors.
- Experience managing external agencies.
- Ability to use Adobe Creative Cloud software, such as InDesign, Photoshop and Illustrator.

Your Qualifications

Desirable

- Degree/Qualification in Marketing, Business, or a related field.
- CIM qualification (Certificate or Diploma in Professional Marketing) is highly desirable.

Benefits & Initiatives

We offer excellent benefits and initiatives, including:

- Hybrid working
- Health insurance - Health Shield cash plan
- Professional qualification support
- Incentive scheme
- Electric car scheme - Tusker
- Cycle-to-work scheme
- Generous maternity & paternity pay
- Death in service
- Long service awards
- Frankham Friday
- Annual leave - sell, buy & carry-over
- Annual season ticket loan