



JOB DESCRIPTION

Marketing Lead

Employer	PDV Ltd	Reports to	Managing Director
Hours	Three Days per Week 9am - 5:30pm (Part Time)	Salary	Competitive
Location	Hybrid Sunningdale, The Belfry Business Park, 13 Colonial Way, Watford, Herts, WD244WH.		

The role

PDV is a data-driven direct marketing agency focused on delivering measurable growth through customer acquisition. We are looking for an experienced B2B marketing professional to take ownership of our marketing strategy and budget, building the PDV brand and supporting commercial growth.

This is a hands-on role with strategic responsibility. You will be involved in the creation of, and deliver, PDV's marketing plan, manage spend, and ensure our activity drives visibility, credibility and pipeline. This role could suit a part-time employee or an experienced contractor.

Key Responsibilities

Marketing Strategy and Planning

- Work with the SLT to develop and own the annual marketing plan aligned to business growth objectives.
- Manage and allocate the marketing budget effectively.
- Define clear KPIs and report on performance and ROI.
- Continuously refine positioning and messaging in line with market opportunities.

Brand and Content

- Raise the profile of PDV through appropriate brand marketing activity. We aim to be the first choice for any brand looking to acquire new customers through direct activity.
- Plan and deliver a consistent LinkedIn content strategy for PDV and senior team members.
- Write and publish website blogs and thought leadership content on direct and data marketing.
- Develop sector-specific and data-led marketing content.
- Ensure tone, positioning and messaging are consistent across all channels.



Events and Industry Presence

- Identify and coordinate events, sponsorships and speaking opportunities.
- Manage logistics and pre and post-event marketing activity.
- Maximise ROI from events through follow-up campaigns and content repurposing.

Sales and Pitch Support

- Support the sales team with sector-specific prospecting materials.
- Create compelling pitch decks and supporting collateral in conjunction with the design team.
- Work closely with the sales team on key new business opportunities.

Collaboration and Execution

- Liaise with the design team to deliver campaigns and assets.
- Brief and manage external suppliers where required.
- Ensure activity is delivered on time and to a high standard.

You are likely to have skills and experience in...

Essential

- Proven B2B marketing experience.
- Experience within an agency, marketing services or related industry.
- Track record of owning and delivering a marketing plan.
- Experience managing marketing budgets and reporting on ROI.
- Strong copywriting skills across digital and long-form content.
- Experience supporting business development and sales functions.

Highly Desirable

- Experience within a data-led, performance or direct marketing environment.
- Understanding of customer acquisition, lead generation and measurable marketing.
- Experience presenting to CMOs, marketing directors or senior decision-makers.
- Experience promoting thought leadership and building our product brands.

Skills and Attributes

- Experience within a data-led, performance or direct marketing environment.
- Understanding of customer acquisition, lead generation and measurable marketing.



- Experience presenting to CMOs, marketing directors or senior decision-makers.
- Experience promoting thought leadership and building our product brands.

Ready to apply?

Email your CV to talent@pdv.agency