

Head of New Business & Marketing

THE ROLE

Our New Business and Marketing Manager will work alongside the senior leadership team to create and develop Synergy's new business and marketing strategy, and will have responsibility for its execution and our day-to-day activity in these areas.

ABOUT YOU

As a collaborative marketing leader, you will use your experience of agency marketing, and your understanding of our market position, capabilities and future ambitions to proactively identify new business opportunities. With a clear understanding of agency commercials, you will be able to align our capabilities and external market position with new business generation and commercial success.

You should be adaptable to working with multiple stakeholders in the creation of our new business and marketing strategy as its delivery will need to engage the whole agency. As our ambassador externally, you will be a confident communicator and will develop relationships across various audiences and channels to ensure we are front of mind for brands and rightsholders who wish to connect with their audience through sport and entertainment. You will also be able to proactively spot and develop new opportunities.

You will be a strong project manager and line manager with an organised approach to everything from pipeline management to pitch timelines. You like to get your hands dirty and work well as part of a team and contribute to our pitch strategies and success.

You have a passion for sport & entertainment and you will be at your best when coming up with new ideas and new approaches to selling our agency's proposition and bringing in new revenue.

KEY RESPONSIBILITIES

- Work with the Managing Partners to create and develop our new business and Marketing strategy
- Actively unearth and cultivate new leads. Use creativity, persistence and imagination to find new prospects, identify their needs and clearly articulate how our capabilities can help them
- Manage the Synergy pitch process – everything from completing RFIs to project managing the pitch team and contributing to our response. You will make sure that our pitches work like a well-oiled machine and that is reflected in our superior conversion rates
- Tracking and measuring the success of all our marketing and new business activity including the performance of our outbound marketing, lead generation efforts and pitch conversion rates. You will use that information to make sure that we are exceeding all industry and Engine benchmarks
- Responsible for the ownership and day-to-day implementation of the new business and marketing plan e.g. keeping the web site and social channels up to date, producing engaging marketing materials, attending key industry events and maintaining key prospect contact data

- Working with the senior Leadership Team to generate marketing content and encourage/oversee colleagues in the generation of their individual content, ensuring these all ladder up to the overarching strategy and proposition, building credibility in our sectors and ensuring our inclusion on future pitch lists
- Building a network of contacts, rights holders, brands, procurement, and the marketing trade to ensure the effective reach of our external communications plan e.g. announcing new pitch wins, building the profile of the leadership team, driving thought leadership and innovation via the marketing press and becoming the go-to agency for all things related to sports and entertainment marketing
- Working collaboratively with the Leadership Team and the Marketing Manager to manage the day-to-day operations of the new business function including implementing the systems and processes that will aid networking, prospecting and lead generation. You will bring new ideas to innovate our end-to-end approach to growing our revenue
- Proactively ensuring that we have the assets we need to sell our agency proposition, working with the Marketing Manager to keep our credentials, case studies and thought leadership remains fresh, personalised and current
- Building a strong relationship with Engine's new business function so that we can spot opportunities for cross-pollination and as part of integrated Engine briefs. You will involve stakeholders but ultimately, you will be spotting the opportunities and lead decisions about their suitability
- Working together with all Engine agencies to find opportunities to collaborate on projects and to bring new propositions to the market. You will also proactively drive cross-pollination opportunities by ensuring that our sister agencies understand our proposition and are selling it to their clients (as you will be looking for opportunities to sell our sister agencies' propositions to our clients)
- Responsibility for mentoring and developing the Synergy Marketing Manager. You will delegate and co-ordinate projects to ensure that we maximise our new business/marketing resources as well as bringing a fresh new approach to this function
- Managing the New Business budget, which is our most significant cost line item (other than payroll). You will make decisions and tradeoffs about how to maximise the impact of our resources and run an extremely tight ship, tracking and allocating all spend to ensure that you stay within budget

ABOUT US

Synergy is a sports and entertainment marketing agency which works worldwide from London and New York.

We have over 20 current clients including Under Armour, Beko, BMW, BP, Just Eat, Mitsubishi, SSE and Standard Life Investments.

We are always-on – tapped into sport, music and culture. We have a simple ambition: to create the world's most inspiring, innovative and effective sports and entertainment marketing.

We are built to tell our clients' stories through all the channels that their audiences use and in whatever format that will resonate with them most effectively. From films to photos, animations to editorial, experiential to influencers, our campaigns are designed to prompt action and change behaviour.



We are PR specialists, event producers, community managers, content planners, film-makers, measurement geeks, strategic thinkers and red-hot project managers, with creativity and collaboration the key things that bind us.

We welcome diverse thinking – it is critical to our creative culture. No one is as creative as all of us. Creativity is the glue that binds us and ideas come from everyone in the business. Every day we ask ourselves, how could this be even better? We have been making and breaking the rules since 1984 and we're still at the cutting edge of innovation and creativity.

Synergy is part of Engine, one of the world's biggest independent communications agencies. Engine employs over 2,500 staff worldwide with hubs in London, Los Angeles, New York and Hong Kong. Within Engine there are 15 businesses providing our clients with best-in-class communications expertise covering everything from PR to CRM. Our unique structure and culture has also meant that we've featured in The Sunday Times Best Company To Work For Top 100 seven years in a row.

We are an inclusive employer which strives to ensure our team all have a work/life balance that supports an individual's personal and professional needs. It is often thought that a Flexible Working request should only focus on part-time working i.e. a reduction of hours, but at Synergy, we encourage our staff to really think about what working pattern would work best for them, their teams and client service delivery, to ensure we have the best working patterns in place for all.

In addition to how you might choose to work, our Flexible Benefits platform enables our team to select those benefits which complement their lifestyle, including Cycle to Work, GymFlex, Buy-Sell of annual leave, Private Medical Insurance, Give as You Earn plus more.

But, it's not only about work/life balance, we are also focused on improving the diversity of our workforce through Engine-wide initiatives of 'Better with Balance 2020' which aspires to have a 50:50 gender split across our senior teams, and our partnerships with 'Creative Equals' and BAME2020. All of these initiatives demonstrate our clear commitment to improve the diversity of our team and we actively encourage our team to get behind them.

OUR VALUES

BE CURIOUS

OPENNESS, VERSATILITY

BACK YOURSELF

AMBITION, COURAGE

HELP EACH OTHER

COLLABORATION, SPECIALISTS

HAVE FUN

A GREAT GAME

MAKE US BETTER

QUALITY, AGENCY