JOB PROFILE

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| **DEPARTMENT:** Marketing | **POST TITLE:** Head of Brand Marketing |
| **SALARY:** Depends on experience | **REPORTS TO:** Marketing Director |
| **HOURS:** 8.30am to 5.00pm, Monday to Friday  This role will require additional commitment during evenings and weekends during busy periods. | **RESPONSIBLE FOR:** |

The following information is provided to help applicants understand and appreciate the general work content of their post and the role they are to play at Limitless Digital Group Limited (LDG). The duties and responsibilities highlighted in this Job Profile are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the salary has been established on this basis.

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| **Key Purpose of Post:** |
| We are looking for a visionary and strategic **Head of Brand & Marketing** to lead our brand-building efforts across advertising, partnerships, content, and community engagement. This role will oversee a multidisciplinary creative studio—including photographers, writers, and designers—and drive brand affinity, storytelling, and cultural relevance across all touchpoints. |
| **Main Responsibilities of Post:** |
| * Brand Strategy: Define and evolve the brand’s positioning, tone of voice, and visual identity to ensure consistency and resonance across all channels. * Creative Leadership: Lead an in-house studio of creatives (photographers, writers, designers) to produce compelling, high-quality content that reflects the brand’s values and drives emotional connection. * Advertising & Campaigns: Oversee the development and execution of integrated advertising campaigns across digital, print, OOH, and broadcast, ensuring alignment with brand strategy and commercial goals. * Partnerships: Identify and manage strategic brand partnerships, sponsorships, and collaborations that enhance brand equity and reach new audiences. * Comms, Content and Communities: Develop and scale content strategies across owned and earned channels, including social media, blogs, and influencer programs. Foster community engagement and advocacy. * Cross-Functional Collaboration: Work closely with the wider Marketing & Ecommerce team as well as Ops & B&M to ensure brand consistency across the customer journey and support business objectives. * Team Development: Inspire and manage a diverse team of brand marketers, creatives, and strategists. Promote a culture of creativity, innovation, and accountability. * Measurement & Insight: Define KPIs for brand health, campaign effectiveness, and audience engagement. Use data and insights to inform strategy and optimize performance. |

**ROLE SPECIFICATION**

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| **Experience:** |  |
|  | **Essential** |
| * Proven experience in a senior brand or marketing leadership role within a consumer-facing business, ideally e-commerce or retail. * Strong creative sensibility with a track record of delivering impactful brand campaigns and content. * Experience managing and scaling creative teams and studios. * Excellent storytelling, communication, and stakeholder management skills. * Deep understanding of brand metrics, audience segmentation, and cultural trends. * Ability to balance strategic thinking with hands-on execution. | * Essential * Essential * Essential * Essential * Essential * Essential |
| **Qualifications:** |  |
|  | **Essential** |
| * Evidence of continued learning/development and the practical application of this. * Google Analytics qualified. | * Essential * Desirable |
| **Skills & Ability:** |  |
|  | **Essential** |
| * Strong quantitative analysis skills within a trading environment with the ability to make data-justified business decisions, and to confidently present recommendations at C-suite level and to junior staff. * Ability to manage significant work demands to prioritise, manage expectations and deliver tangible outcomes. * Ability to work in the detail in a hands-on role. * Excellent interpersonal skills across all methods of communication. * Strong people management skills. * Commercially driven with excellent communication skills. * Able to analyse and interpret data and information. * Highly organised and efficient. * Strong PC literacy skills. | * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential |
| **Communiation:** |  |
|  | **Essential** |
| * Able to communicate sensitively and in an appropriate manner. * Able to communicate clearly and effectively with a diverse range of people (both verbally and in writing). * Actively listen, share information, and propose suggestions and solutions * Able to demonstrate sympathy and discretion when dealing with issues which require understanding. * Show respect and fairness when communicating, considering the feelings of others. | * Essential * Essential * Essential * Essential * Essential |
| **Behaviour & Personal Characteristics:** |  |
|  | **Essential** |
| * Able to manage a high workload and competing priorities. * Motivated, focused and hard working * An effective and visible manager with the ability to inspire and empower others. * Ability to assess short and long term priorities in order to effectively manage the workload of the team. * Calm, tenacious and focused under pressure. * Role models the values and behaviours that we expect at all times. * Build rapport and displays integrity at all times. * Treats everyone equally, with respect and dignity. * Actively promotes change and improvement. * Loyal to Limitless Digital. | * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential |