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| Role Title  | Public Sector Marketing Manager  |
| Function & Dept. | Marketing/ Central Marketing  |
| Career Growth Level | Contributing & Developing (D)  |
| CGP Descriptor  | Qualified specialists, recognised for their expertise, serving as pivotal contributors in various domains. These specialists play a vital role in influencing and shaping new business strategies, policies, practices, and content, catering to both external and internal customers. Their responsibilities may encompass problem-solving and the development and execution of purpose-driven solutions, often of a complex nature, to meet the specific needs of both external and internal customers |
| Team  | Marketing  |
| Reports to | UK CMO  |
| Role Purpose  | To expand our market share, strengthen our brand and website presence, and align with government procurement frameworks, SCC requires a dedicated Public Sector Marketing Manager who can support across Public Sector + Diamond Accounts.This role will enable SCC to build stronger engagement with public sector decision-makers, position SCC as a trusted digital transformation partner, and drive growth across all our Public Sector verticals.* Growing Public Sector Opportunities: The UK government is investing significantly in digital services, cybersecurity, and cloud adoption. SCC must position itself as a preferred supplier.
* Brand and Web: Significant efforts are underway on SCC brand and website and we need PS marketing expertise to deliver the content requirements to support these activities.
* Competitive Market: Rivals such as Capita, Computacenter, and Softcat actively market to the public sector. SCC risks losing share without dedicated marketing leadership and brand awareness.
* Lack of Targeted Messaging: Current marketing activities focus largely on private sector clients; tailored campaigns for NHS, councils, and central government are limited.
* Getting on the Front Foot: Using Tussell, we can target customers who have bids coming to market in the future.  This required dedicated Account Based Marketing (ABM) strategies.
* Framework Alignment: Success on Crown Commercial Service frameworks (e.g., G-Cloud, DOS, Technology Products) requires strong visibility and proactive promotion.
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| Key Responsibilities  |
| * **Public Sector Strategy**: Develop and execute a comprehensive public sector marketing strategy aligned with SCC’s overall business objectives, including the PS Diamond framework.
* **Targeted Campaigns**: Deliver tailored campaigns for central government, local government, healthcare, emergency services, and education sectors, ensuring relevance and impact.
* **Procurement Frameworks**: Strengthen SCC’s presence on government procurement frameworks through thought leadership initiatives, events, and digital marketing activities.
* **Stakeholder Engagement**: Build and maintain strategic partnerships with key stakeholders, including vendor partners and public sector bodies, to support business growth.
* **Bid Support**: Collaborate with bid teams to create tailored marketing collateral that supports bids and proposals, ensuring alignment with sector-specific needs.
* **Campaign Performance**: Measure and analyse ROI on public sector marketing campaigns, providing regular reporting and insights to the leadership team.
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| Person Specification  |
| 1. **Experience**: Proven marketing experience within the UK public sector, with demonstrable success in delivering impactful campaigns.
2. **Knowledge**: Deep understanding of government procurement processes and the ability to align marketing strategies accordingly.
3. **Core Skills**: Strong stakeholder management and communication abilities, with confidence in engaging and influencing senior decision-makers.
4. **Technical Expertise**: Experience in account-based marketing (ABM), with a track record of developing targeted campaigns to support business growth.
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| Key Competencies |  | Level  |
| 1. | Marketing Planning and Campaign Implementation | 1 |
| 2 | Communication | 1 |
| 3. | Project Management  | 1 |
| 4. | Campaign Planning | 1 |
| 5. | Campaign Analysis and Reporting | 1 |
| 6. | Customer Focus | 1 |
| 7. | Relationship Building | 1 |
| 8. | Industry Knowledge of Public Sector  | 1 |

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| Management Competencies |  | Level |
| 1. | Leading, Developing and Managing People  | 1 |
| 2 | Problem Solving and Decision Making  | 1 |
| 3. | Influencing Others  | 1 |
| 4. | Embracing the need for change | 1 |
| 5. | Thinking & Acting Strategically  | 1 |
| 6. | Planning & Analysis | 1 |
| 7. | Performance Management | n/a |
| 8. | Employee Experience  | 1 |
| 9. | Resourcing | n/a |
| 10. | Competency Assessment  | 1 |

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| Value Behaviours  |  | Level |
| 1. | Responsibility  |  |
| 2. | Passion  |  |
| 3. | Customer First  |  |
| 4. | Agility  |  |
| 5. | Family  |  |

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| Version  | Date  | Description  | Approved by  | Date  |
| 1.0  | November 2023  | Original  | HR  | November 2023  |
| 2.0 | March 2024  | Formatting of cells  | HR  | March 2024  |