



# job specification

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**PDD** is a design and innovation consultancy creating physical and digital products and experiences that drive our client businesses and delight their customers and users. We have been winning awards and serving our long-standing clients since 1980.

With studios in London, Hong Kong and Shanghai, and working in 6 continents, our experienced managers and talented researchers, designers and engineers help companies in the Medical & Healthcare, Consumer and Industrial & Commercial sectors to grow their businesses through innovation.

We ensure that product and experience solutions are successful by ensuring they are appealing to customers, are feasible and viable for clients to make and are responsible given regulation, society and the environment. Such success creates our future- and it's this sustainable 'win-all-round' business model that excites us- we call it 'Meaningful Innovation'.

We are committed to a workplace environment that promotes diversity across all our studios and this applies to the talent we hire, the customers we work with and the people we interact with on our projects.

We offer competitive pay, a range of excellent benefits and opportunities for international travel. Working with us also opens up new networking opportunities and a chance to engage with colleagues at social events.

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**Role:** Senior Marketing Manager

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**Location:** London

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**Reporting line:** Partner / Director of Business Development

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**Purpose:** You will be responsible for overseeing development and delivery of marketing strategy and activity across all PDD studios.

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### **Responsibilities:**

- Work with the partners, sector and service leaders to drive global B2B marketing strategy and tactics
  - Bring to life our services; showcasing our capabilities through creative storytelling and events and helping our sales team with lead generation
  - Build brand recognition through communicating PDD's views
  - Place great emphasis on account-based marketing
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### **Requirements:**

- 7 - 10 years of experience working in a product, digital/marketing agency, or professional services company
- Track record of generating qualified leads and contribute directly to revenue growth
- Experience within creating B2B multi-channel marketing campaigns
- Strong communication skills with the ability to influence and negotiate
- A sound business and commercial understanding as well as being risk aware
- Ability to lead and coach team members across the board