

Head of Marketing

Location: Normanton, West Yorkshire

Working hours: Monday to Friday, 37.5 hours per week

About Us

Founded in 1920, BELL Lighting continues to be a family run business with over 100 years of experience manufacturing and distributing Commercial and domestic Lighting. Recognised as one of the UK leading Lighting companies, BELL Lighting is a long-established UK lighting manufacturer and supplier, operating in a highly competitive, trade-led market. Our core values Customer experience, Better Together, Vision and passion encompass a family culture where the personal development, training and wellbeing of the team are paramount within the business.

About the Role

Our Head of Marketing will be responsible for making marketing a scalable profitable growth engine for BELL Lighting. This is a senior marketing leadership role, not a communications or brand-only position, therefore this role may be suited for a current Senior Marketing Manager looking to move into their first Head of role or an existing Head of looking for a new challenge.

This role exists to move BELL from relationship-led, fragmented marketing activity, to a joined-up, data-driven, AI-enabled capability that materially improves the following areas:

- Revenue quality
- Customer retention
- Wholesaler influence
- Contractor and specifier influence
- Speed and consistency of execution

The business has strong products, relationships, and pockets of excellent performance, alongside areas of challenges. The Head of Marketing will play a central role in addressing these challenges which include:

- Growth concentrated in a small number of customers
- Limited penetration of Tier 2 contractors and specifiers
- Fragmented technology and data usage
- Heavy reliance on individual relationships rather than scalable systems

Key Responsibilities

1. Commercial growth leadership

- Own marketing's contribution to revenue growth, retention, and share of wallet
- Translate BELL's business strategy into clear, prioritised marketing programmes
- Act as a senior commercial partner to Sales, Product, and the Executive Team
- Ensure marketing activity is focused on impact, not volume

2. Audience-led growth strategy

Own clear strategies for BELL's priority audiences, including Electrical wholesalers, Contractors, primarily Tier 2 and specifiers and influencers. This includes:

- Audience prioritisation and segmentation
- Clear value propositions by segment
- Distinct messaging, content, and engagement strategies

Ending one-size-fits-all marketing is a core expectation of the role.



3. Contractor and specifier influence at scale

- Lead BELL's contractor engagement strategy, moving beyond a small number of direct relationships
- Use content, education, and tools to:
 - Nudge specification behaviour, encourage repeat usage & reduce perceived risk of choosing BELL
- Position BELL as a default, low-friction choice under real-world pressure

This is a strategic growth lever, not a tactical activity.

4. Demand generation, nurture, and CRM ownership

- Own the operation of BELL's end-to-end marketing funnel (HubSpot-led)
- Define lifecycle stages, lead definitions, scoring logic, and handover rules with Sales
- Build scalable nurture programmes for contractors, specifiers, and wholesalers
- Ensure marketing creates momentum and readiness, not just leads

5. Joining up technology, data, and insight

- Take ownership of marketing's role in reducing fragmentation across systems and data
- Ensure CRM, content, campaigns, and reporting operate as an integrated growth engine
- Shift BELL from person-dependent execution to system-led consistency
- Use insight to drive prioritisation, not just reporting

6. Practical adoption of AI

- Lead the practical use of AI within marketing to improve:
 - Targeting and prioritisation
 - Content relevance and personalisation
 - Speed and efficiency of execution
- Work with leadership to embed AI as a core capability, not experimentation
- Focus on commercial application, not technology for its own sake

7. Content as a commercial asset

- Own BELL's content strategy and ensure it supports commercial objectives
- Deliver content that:
 - Teaches customers how to do their jobs better
 - Reduces friction and risk
 - Nudges specification and repeat usage
- Eliminate low-impact or vanity content

Content should be practical, credible, and respected by trade audiences.

8. Performance measurement and board reporting

- Own and deliver a focused set of KPIs that clearly link marketing activity to commercial outcomes
- Provide insight-led reporting to the Executive Team and Board
- Show how marketing drives:
 - Pipeline quality
 - Customer retention
 - Strategic account growth
- Bring clarity and challenge, not just dashboards



9. Team leadership and capability building

- Lead, develop, and focus the marketing team
- Set clear priorities and eliminate distraction
- Upskill the team in data-led, B2B trade marketing and AI-enabled execution
- Build a culture of commercial accountability

10. Raise marketing maturity across the business

- Act as the internal owner of “what good looks like” in marketing
- Challenge weak thinking, poor briefs, and low-return activity
- Drive year-on-year improvement in capability, impact, and confidence

Who are we looking for?

We are looking for a motivated individual who will have the below skills and qualifications

Essential

- Senior B2B marketing management & leadership experience, ideally in Manufacturing, Trade, wholesale, or distribution-led markets (preferred).
- Proven experience linking marketing activity to commercial outcomes.
- Strong understanding of CRM-led funnel design (HubSpot experience highly desirable), segmentation, prioritisation, and lifecycle marketing.
- Experience working closely with Sales in complex B2B environments.
- Extensive experience developing and implementing marketing strategies aligned to customer needs and business objectives.
- Strong market and competitor analysis capabilities, including converting insights into actionable initiatives.
- Proven ability to collaborate cross-functionally with departments to deliver strategic outcomes.
- Demonstrated leadership experience, with the ability to influence senior stakeholders and lead change.
- Highly driven with a strong work ethic and commitment to achieving excellence.
- Adaptable and market-oriented, with a proactive and flexible approach within a fast-paced work environment.
- Excellent communication and presentation skills, with experience delivering clear, data-driven insights to Directors and leadership.
- Strong customer engagement skills, including building and maintaining relationships with senior stakeholders at key accounts.
- Able to successfully manage large-scale marketing projects and initiatives from concept through execution.
- Display the Company core values at all times.

Desirable

- Experience influencing contractors, specifiers, or technical buyers
- Exposure to AI, automation, or advanced analytics in a practical business context
- Experience scaling marketing impact without proportionally scaling headcount
- E-Commerce & Amazon marketplace experience
- Hold a DISC profile that displays you as an Id (Influencer)



Benefits

- 25 days annual leave + bank holidays per year, with an additional day for each year of service, up to 28 days'
- Free on-site gym, with a free weekly gym class led by a Personal Trainer
- Annual flu vaccinations available
- Health Shield scheme after completion of probation
- Cycle to work scheme after completion of probation
- Salary sacrifice Electric Car Scheme after 12 months service
- Free Fruit
- Free milk
- Annual events, such as Family Fun Day and Christmas Party
- Bi-annual Team building events and allowance with your department
- Employee of the Month scheme

