

Our Purpose

Working together to secure a thriving future for the railway and for the communities we serve

Your Role: Head of Marketing

Your Purpose

Lead the marketing team with the primary objective of delivering revenue growth.

Developing a marketing strategy, using data and insight, supporting the organisational business plan. Positively promoting rail, and maximising revenue and return on investment from both existing and new customers. Using the full marketing mix to reach the South Eastern Railway audience, leading the team and our agencies to deliver to their potential.

Working cross-functionally with the Commercial Senior Leadership Team, across the business and across the community that we serve.

Your Talents

- ✓ Business or marketing-related degree or equivalent professional qualification
- ✓ Experience in managing and motivating multi-discipline teams.
- ✓ Deep understanding of delivering commercial growth through marketing strategy.
- ✓ Demonstrable creative and design experience with strong judgement.
- ✓ Excellent knowledge of the digital and online media with experience in creating successful multi-channel campaigns.
- ✓ Highly commercial and analytical.
- ✓ Strong project and people management.
- ✓ Strategic thinker including problem solving.
- ✓ Excellent communicator and persuasive influencer.
- ✓ Proactive and innovative
- ✓ Adept at using research and data to create engaging marketing narrative.
- ✓ Excellent presentation skills.

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Your Responsibilities & Accountabilities

- ✓ Develop and execute the annual marketing strategy to achieve agreed revenue targets and associated goals.
- ✓ Lead an innovative marketing approach which delivers value for Southeastern, continually reviewing changes in the business and the market
- ✓ As part of the Commercial Senior Leadership Team, contribute to the wider strategy and business planning, including contributing to industry and other working groups as directed by line manager.
- ✓ Manage, lead and motivate the marketing team, overseeing the implementation of the strategy
- ✓ Accountable for the marketing budget lines and for the managing the relationships with media and creative agencies, ensuring activities are aligned to budget, agreed objectives.
- ✓ Accountable for in depth analysis of all campaign performance including digital analytics and overall ROI.
- ✓ Delivery of digital plans across CRM, eCRM, PPC & SEO to maximise online revenue potential
- ✓ Seek out new and innovative opportunities with brands and partners across the network. Working to add strategic value, deliver revenue or grow reputation, feeding relevant insight back into the business.
- ✓ Ensure unified messaging, consistent branding, and collaboration across all marketing and communication strategies and collateral.
- ✓ Collaborate with the Communications team to ensure a joined-up approach on relevant campaigns and activities to maximise reach through PR.
- ✓ Close working with industry and fellow train operating companies, as well as the Department for Transport.

What we trust you to do – (Authority to Act)

- ✓ Manage the marketing strategy and delivery for Southeastern
- ✓ Stay ahead of emerging marketing and digital trends.
- ✓ Brand ambassador for Southeastern
- ✓ Accountable for marketing budget and ROI delivery

The way we work (our ways of working)

- ✓ **We think what if**
We see something we could do better. We get involved.
- ✓ **We show we care**
We look out for people. We do what we can to help.
- ✓ **We make great things happen**
We take on a task. We get it done.

