

## 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 profit from both existing and new customers. Using the full marketing mix to reach the Southeastern Railway audience, leading our agencies to deliver to their potential. Responsibility to deliver significant ROI for Southeastern, contributing to the reduction in subsidy.

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
- ✓ Strong experience in leading and motivating a multi-discipline, marketing department in a large organisation focused on business to consumer market
- ✓ Experience in rail, travel or related industry
- ✓ Demonstrable understanding of delivering commercial growth through marketing strategy.
- ✓ Excellent creative and design experience with strong commercial judgement.
- ✓ Excellent knowledge of the digital and online media with experience in creating successful multi-channel campaigns.
- ✓ Highly analytical, comfortable interpreting data
- ✓ Strong in project and people management.
- ✓ Proactive, strategic thinker including problem solving.
- ✓ Excellent communicator and persuasive influencer.
- ✓ Adept at translating research and data to actionable activity

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Approved by Alicia Andrews, Commercial Director



## Your Responsibilities & Accountabilities

- ✓ 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.
- ✓ Develop and execute the annual Marketing strategy to achieve agreed revenue targets and associated goals – across on and offline channels
- ✓ Lead an innovative marketing approach which delivers value for Southeastern, continually reviewing changes in the business and the market
- ✓ 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 to create 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.
- ✓ Build strong relationships with the Department for Transport and fellow train operating companies, for close alignment

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

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

## 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.

