

Our Purpose

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

Your Role: Head of Marketing & Strategic Partnerships

Your Purpose

In this role you will lead the development and execution of South Eastern Railway's marketing, brand and strategic partnerships strategies across a complex business.

You will lead and inspire a team of marketing professionals to achieve business objectives.

You provide strategic leadership across customer acquisition, customer retention, brand management and partnership development, ensuring marketing investment delivers measurable commercial value, enhances corporate reputation and achieves a minimum return on investment of c.5:1

This role is the executive lead for the Great British Railways (GBR) brand, for SER, ensuring successful implementation across all key touch points, internally and externally.

Your Talent's

- ✓ **You dare to Lead** - Inspiring leadership is what you do best
- ✓ **You bring brands to life** – You create compelling customer experiences whilst protecting brand reputation
- ✓ **You connect strategy to results** – You translate commercial objectives into impactful marketing, brand & partnership strategies
- ✓ **You are commercially focused** – You balance customer, brand and financial considerations to maximise ROI
- ✓ **You build trusted relationships** – You influence and collaborate with senior stakeholders and a partners to achieve shared outcomes
- ✓ **You see opportunities before others do** – You identify emerging trends, growth opportunities and innovative approaches to strengthen performance
- ✓ **CIM or equivalent (Desirable)**



Your Responsibilities & Accountabilities

- ✓ Develop, lead and empower a high-performing marketing and partnerships team, building capability for the future
- ✓ Develop and deliver integrated marketing, brand and partnership strategies aligned to organisational and commercial objectives, working with functions and other business units to drive business growth and economies of scale.
- ✓ Lead annual marketing planning, budget management and performance reporting to maximise commercial return on investment
- ✓ Deliver customer acquisition, retention, loyalty and engagement activity across digital and traditional channels, maximising the value of owned digital and social channels
- ✓ Lead the organisation's brand strategy, governance and successful transition to the Great British Railways brand, creating opportunities for growth, customer engagement and positive brand advocacy
- ✓ Develop, deliver and evaluate integrated marketing campaigns, ensuring activity is customer-focused, commercially driven and insight-led
- ✓ Identify, develop and pilot innovative customer propositions, partnerships and collaborative initiatives that support GBR.
- ✓ Build and manage strategic partnerships that support revenue growth, tourism development and regional economic objectives
- ✓ Lead agency, supplier and commercial partner relationships, ensuring value for money and delivery against objectives
- ✓ Develop customer insight, research and market intelligence capabilities to inform strategy and decision-making, working with CX teams to identify and leverage commercial opportunities that enhance CX, community engagement and front of house activity.
- ✓ Lead digital marketing, CRM and customer lifecycle activity to increase engagement, conversion and customer value
- ✓ Ensure compliance with governance, regulatory, procurement, data protection and brand standards
- ✓ Manage reputational risk and protect the organisation's brand and corporate reputation

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

- ✓ Set the strategic direction for marketing, brand and partnership activity for South Eastern Railway
- ✓ Own the marketing budget ensuring resources are focused on delivering commercial and customer outcomes
- ✓ Represent South Eastern Railway with external partners and wider industry bodies
- ✓ Lead the implementation of GBR brand across South Eastern Railway

Our ways of working

- ✓ **We Listen, We Learn, We Improve**
We think what if
- ✓ **We show we care**
We look out for people. We do what we can to help.
- ✓ **We keep it simple**
We make great things happen

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Approved by Eleni Jordan, Commercial & Digital Director

