



**BIODIVERSE**  
CONSULTING

**MARKETING  
MANAGER**

APPLICANT PACK

APRIL 2026

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# HELLO

Thank you for your interest in Biodiverse Consulting. Launched in 2019, Biodiverse Consulting has grown rapidly to become one of the UK's leading providers of biodiversity and ecology consultancy to the built environment and construction world. We work with a range of national clients (including major retailers, housebuilders, utilities providers and major charities) to enhance nature and biodiversity.

Our 28-person team is made up of experienced environmental experts and support staff who are committed to exemplary and sustainable placemaking that benefits communities, people and nature. Our head office is located in a stunning Grade II listed building in Newcastle, and in 2025 we expanded with the opening of new offices in Kent.

An exciting opportunity has arisen for an experienced, enthusiastic and creative Marketing Manager to join our team and play a key role in driving business growth through the delivery of our marketing strategy. Reporting to the Managing Director the successful candidate will take ownership of implementing innovative campaigns, developing brand presence, and introducing new marketing initiatives designed to strengthen market position and support long-term growth.

We are committed to ensuring our employees are fully supported and nurtured professionally and personally. We offer flexible working patterns, a competitive remuneration package, health insurance and the opportunity to work in our beautiful offices, surrounded by wildlife. Our friendly and supportive working environment is a great space to further develop your skills, build your career and work with great people with a shared purpose.

This pack describes the position in more detail and the key attributes required, alongside an overview of what you can expect from us. Your application should take the form of a CV and cover letter detailing why your experience, knowledge and skills make you ideal for the role.

I look forward to hearing from you and if you'd like an informal chat then please get in touch.

Vicki Mordue | Managing Director

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# JOB DESCRIPTION

<b>POSITION</b>	<b>MARKETING MANAGER</b>
<b>LOCATION</b>	<b>HYBRID: OFFICE AND HOME WORKING (NEWCASTLE)</b>
<b>SALARY</b>	<b>C. £32,000 – £35,000 (PRO RATA)</b>
<b>HOURS</b>	<b>PART TIME (30 HOURS PER WEEK)</b>
<b>TERM</b>	<b>PERMANENT (ON SUCCESSFUL COMPLETION OF PROBATION)</b>
<b>BENEFITS</b>	<b>HEALTH INSURANCE FLEXIBLE WORKING PATTERNS EXTENSIVE TRAINING AND DEVELOPMENT SUPPORT ANNUAL PROFIT SHARE BONUS</b>

## ROLE SUMMARY

As Marketing Manager, you will work closely with our Senior Management Team to support business growth and development through the delivery of targeted marketing initiatives and campaigns. You will lead and deliver a strategic, professional marketing function within a growing UK professional services business.

You will be confident working independently, bringing fresh and creative ideas to the table and taking ownership of seeing them through from concept to execution.

You will play a key role in enhancing brand visibility, managing digital platforms, and driving innovative marketing activity that supports long-term success.

<b>ROLE RESPONSIBILITIES</b>	
1	Develop and implement an integrated marketing strategy aligned with the business plan, growth targets, and sector positioning.
2	Translate business objectives into clear, measurable marketing plans across digital, content, PR, and bid support activity.
3	Lead and actively deliver the annual marketing plan, taking ownership of day-to-day execution while managing selective external budget spend, and demonstrating ROI through clear reporting and insights.
4	Act as a trusted internal adviser on marketing, communications, and brand matters.



ROLE RESPONSIBILITIES	
5	Position the business as a trusted expert through thought leadership, insight pieces, case studies, and sector commentary.
6	Drive brand profile and thought leadership by identifying opportunities for awards, speaking engagements, and partnerships, while planning and delivering events/seminars for our own clients.
7	Lead website strategy, content planning, and performance optimisation (SEO, analytics, user journeys).
8	Manage social media channels (particularly LinkedIn) with a focus on credibility, engagement, and lead generation.
9	Oversee email marketing, newsletters, and CRM-driven campaigns in line with GDPR and best practice.
10	Work closely with Directors and technical teams to support bids, tenders, and fee proposals.
11	Develop high-quality marketing collateral, case studies, CVs, and credentials tailored to target clients and sectors.
12	Support client relationship management through targeted campaigns and account-based marketing.
13	Manage and direct external agencies and partners, ensuring marketing outputs are delivered to a high standard.
14	Coordinate designers, printers, web developers, or PR support as required.
15	Act as the internal lead for marketing activity across the business, providing guidance and oversight.
16	Promotion of services and company via digital media, including website and social media.
17	Adherence to company Health and Safety policies, practices, processes and procedures.



# PERSON SPECIFICATION

The person specification details the key attributes that are essential for the post and there will be a requirement to evidence these at interview.

## EXPERIENCE & KNOWLEDGE

Circa 5 years post graduate experience.

Proven experience in a Marketing Manager (or similar) role within UK professional services (e.g. consultancy, legal, planning, engineering, property, architecture, or advisory).

Strong strategic capability combined with hands-on delivery.

Excellent written and verbal communication skills, with the ability to simplify complex technical information.

Proven experience in leading projects, providing own ideas and driving them through to successful delivery.

Experience supporting bids, proposals, or business development activity.

Strong digital marketing knowledge, including websites, analytics, email marketing, and social media (especially LinkedIn).

## PERSONAL QUALITIES

Commercially minded and confident working with senior leadership.

Highly organised with strong attention to detail.

Proactive, pragmatic, and action-oriented, with a track record of driving results in a fast-growing SME business.

Collaborative approach with the confidence to challenge and influence.



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## YOUR OFFER

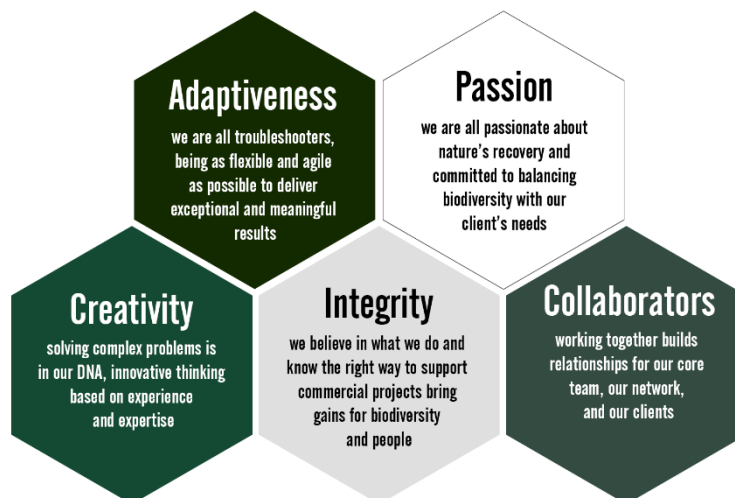
- We'll offer a salary from £32,000 – £35,000 per annum (pro rata).
- A dedicated training and development budget to support your growth.
- Health insurance covering virtual GP appointments, employee wellbeing, physiotherapy.
- Flexible working hours.
- Grade II listed offices near Newcastle-upon-Tyne surrounded by wildlife.
- Holiday entitlement is 22 days, in addition to Bank and Statutory Holidays, plus an extra day off on your birthday.
- Contributory pension scheme that all staff are eligible to join.
- A full set of terms and conditions will be made available on offer of employment.

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## OUR VALUES

Delivering quality services with a positive environmental impact is at the heart of everything we do. We are creative problem solvers, client focused and with a genuine belief that development can deliver environmental gains that balance business and biodiversity.

We truly believe in supporting sustainable placemaking that benefits communities, people and nature. And that's why we partner with businesses, the public sector and charities to create positive change that makes a tangible difference to our world.





# **BIODIVERSE**

**CONSULTING**

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