



POSITION PROFILE

Fractional Marketing  
Director



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# Welcome Note from Jamie Newall, Managing Director



Thank you for your interest in this opportunity with eyebright Ltd.

I founded the business back in 2009. I had a part time student job with a price comparison site, and this experience left me feeling that, fundamentally, business customers were being underserved in terms of support in purchasing and managing their utilities.

Over the years, we have developed strong foundations and a positive brand in the marketplace. We have a fast-paced, vibrant culture, passionate team members and some great clients.

We are at an exciting point in the business where there is great potential to gain market share and bring our new technology to market.

We are looking to underpin our growth ambition with an exceptional board of Directors.

If you feel this is a role you would thrive in, we would love to get you involved in our selection process.



**Jamie Newall**  
Managing Director



eyebright Ltd helps businesses purchase and manage their utilities to support our clients in maximising available savings and increasing their sustainability. The business delivers utility procurement, energy solutions, as well as water audits and carbon compliance.

Founded in 2009 eyebright currently has 32 employees, £3.5m turnover, c600 direct clients and c1% TPI market share. Over the next three years, the business is looking to increase turnover to £10m+ and become a top 10 TPI with an industry leading technology platform. A key part of this strategy is to appoint a fractional Marketing Director to drive strategic excellence in marketing outcomes and brand development.

The business is committed to constant strategic innovation, in order to continue to add more value to our clients than our competitors. We seek competitive advantage by commitment to the investment in our people, technology and proposition. Our proprietary technology acts as a hub, so businesses can manage all their utilities across sites in terms of billing, procurement, service, consumption, and carbon. Integration of disruptive AI and machine learning to the energy management platform is planned for 2025.

Client acquisition focus is mid-market (£10m-£300m turnover) but the business has a significant SME base sitting below these thresholds; as well as some high-value PLC clients. In addition, there is the eyesource brand which is an aggregator arm that provides technology and commercial solutions to 50 independent consultants and brokers, which represents c1,000 businesses. This is a stable channel with scope for organic growth and optimisation, but direct client acquisition in the mid-market is the key focus.





<b>Job Title:</b>	Fractional Marketing Director
<b>Reports to:</b>	Managing Director
<b>Location:</b>	Remote / Hybrid

We are looking for a strategic marketing leader, with an excellent track record that fits our entrepreneurial culture. The business is ambitious, with the need to scale opportunities to approximately seven times current levels over the next few years to achieve the business plan.

We are currently a small company, so initially campaign budgets will be limited; however we are looking to find high ROI and scale this quickly. The candidate will need to be comfortable operating in a lean, accountable environment. Expectations are a couple of days a month with some more time spent at the beginning to scope out the priorities. Below are areas of responsibility, and how we are looking to develop these.

### Brand re-focus:

- Review and re-invigoration of the way the brand resonates
- Re-affirming brand identity to ensure coherence and consistency
- Enhancing our communication to ensure compelling communication and personality

### Sourcing digital marketing resource:

- The business has a Marketing Manager that covers all aspects of digital activities, reporting to the Commercial Director. There is mutual agreement that this person, that works as a part time contractor, will phase out but will support a transition as required
- The Marketing Director will be intrinsic to the decision-making as to the next move, in terms of fulfilment options for this role
- Recruitment, outsourcing and tendering would be considered at their discretion

### Optimising and maximising direct marketing function:

- Current team of three employees with sales management covered by Commercial Director
- Refining our current lead nurturing strategy to create an industry-leading, multi-channel approach to campaign architecture
- Digital hybrid process implemented to yield more inbound leads, with direct marketers chasing non-responsive leads
- Digitising the process to give more leverage to staff, and make more scalable
- Formulation of direct response messaging
- Data sourcing strategies
- Improving automation
- Reduced cost per opportunity



## Implementation of inspiring digital customer journey:

- To convey the brand effectively
- Increase digital cross-sell
- Maximise client retention through digital alerts
- Increase account manager productivity
- Use of video to increase sales conversion
- Calls to action on portal

## Website:

- Looking at a re-design of current website
- Analyse and cost options for delivery
- Increased organic inbound leads
- Improve on-site enquiry conversion
- Competitor analysis

## Digital lead generation:

- Analysis for paid search options which can deliver high ROI
- SEO and content strategy
- Analysis of cost per opportunity through email and LinkedIn investment

## Diversification of routes to market ratio:

- Social media strategy
- Client referral schemes
- PR opportunities

## Exploiting marketing technology:

- Email marketing
- CRM
- Utilising marketing automation and disruptive tech tools

## Board meetings:

- Overview of marketing performance
- Strategic plans
- ROI and investment budgets



# Preferred Candidate Background



The Fractional Marketing Director should be a bright, self-starting and dynamic individual.

A summary of the key candidate requirements is as below.

- Minimum of 10 years in senior marketing roles, including significant B2B experience and diverse understanding of brand, digital, direct and social media
- A leader with effective interpersonal skills
- Innovative and results-focused, fostering a performance culture
- A track record of delivering exceptional results, and a passion for enabling business growth and driving success
- Strong commercial acumen
- An analytical thinker, metric focused to identify opportunities and threats
- Creative and innovative in nature
- Agile in thinking and nature, flexible and adaptable in complex and changing situations
- Builds productive interdependent partnerships and relationships – internal and external stakeholders
- Resilient and bounces back from setbacks quickly and proactively



# The Recruitment Process



The search and selection process of this assignment is being managed by advising consultant, Ali Shaw, Director at Livingston James, and supported by Kirsty Mclardy.



**Ali Shaw, Director**

T: 07915 028310

E: [alishaw@livingstonjames.com](mailto:alishaw@livingstonjames.com)



**Kirsty Mclardy, Head of Research**

T: 07538 799711

E: [kirstymclardy@livingstonjames.com](mailto:kirstymclardy@livingstonjames.com)

Selected candidates will then be invited to interview with the Managing Director of eyebright Ltd.

All third-party applications, enquiries and direct approaches to eyebright Ltd will be referred to Livingston James.