



Livingston James



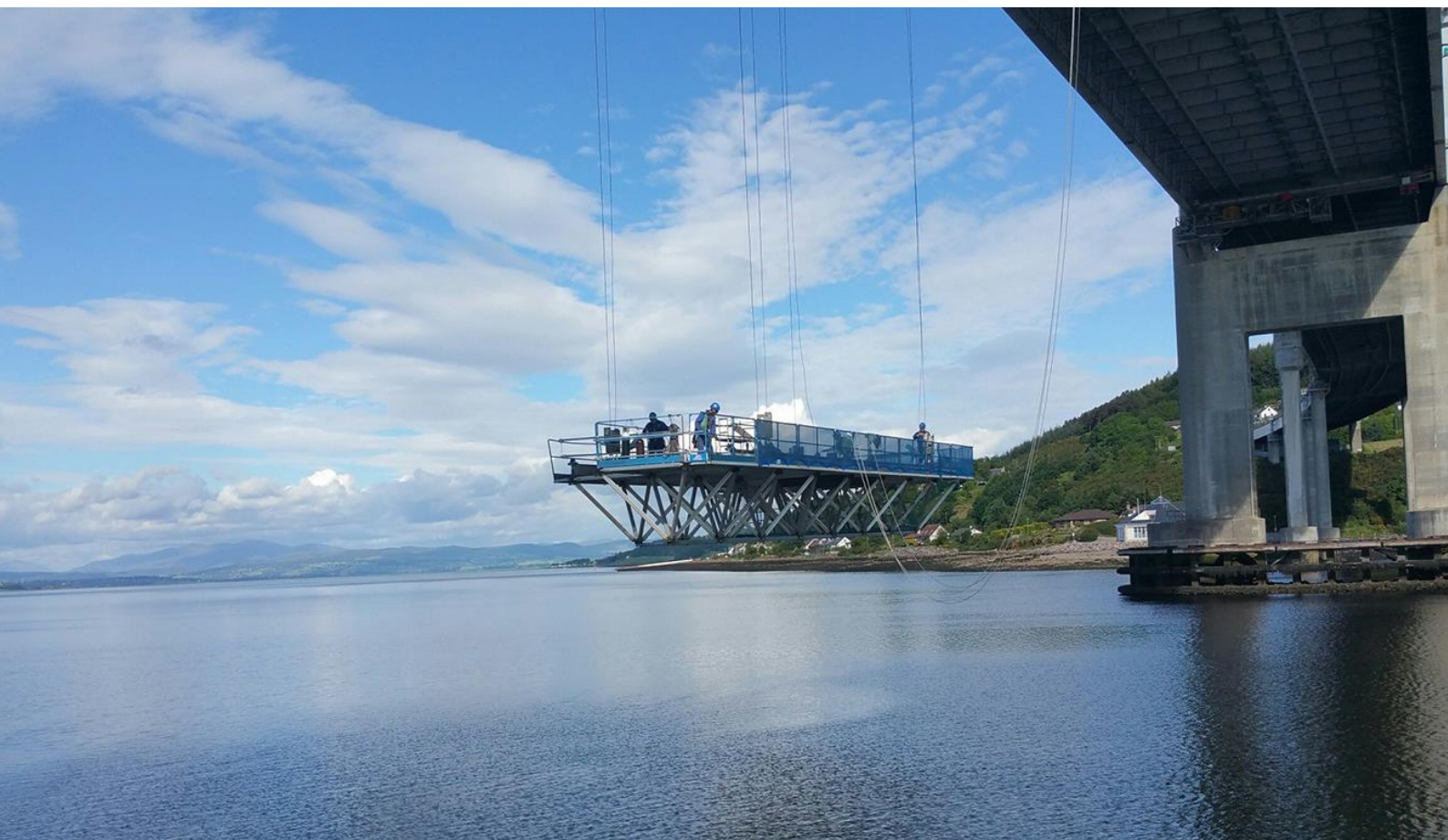
POSITION PROFILE

Marketing &
Communications Manager

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Founded in 1866, The Denholm Group is a fifth-generation family business. To ensure the continued strength of the Group, each generation has carefully considered the longer-term view of the future. That is why today, The Denholm Group has purposefully evolved into four divisions: Shipping, Logistics, Seafoods and Industrial Services. Through this structure, The Denholm Group is able to manage its risk by having a number of different businesses influenced by various differing factors. Each division originates from shipping or maritime-related services and has developed and expanded its products and services to meet the ever-evolving market influences and customer requirements. This approach benefits all stakeholders, including shareholders, employees, customers, partners, suppliers, and the local communities in which we work.

Overview of The Denholm Group's Four Divisions:

Denholm Shipping

The fleet comprises three ships: two 38,000 deadweight tonne bulk carriers, 'MV Mountpark' and 'MV Glenpark', which were delivered in 2016 and 2017 respectively; and a 37,000-deadweight tonne bulk carrier, 'MV Wellpark', which was built in 2014. The fleet, which sails under the British flag, is commercially managed by Denholm Coates, a London-based subsidiary. The ships are technically managed by Anglo-Eastern from their Hong Kong office.

Denholm Coates is our shipbroking and commercial management business. It focuses on the international dry cargo market covering bulk carriers, multi-purpose vessels and heavy lift ships. Denholm Coates also provides a specialist service to move cable for the telecommunications industry

The Denholm Group also holds a 26% shareholding in Anglo-Eastern Univan Group, one of the world's largest ship management companies, technically managing over 650 ships from offices around the world.

Denholm Logistics

Denholm Logistics is a division of the Denholm Group, providing regional, national, and global logistics solutions and port services. Serving customers across the UK and Ireland, we leverage our footprint and global network to provide the quality of service that enables our customers to meet their commitments.

Each business within the Denholm Logistics division has an established track record, with a core expertise that has been honed over decades. Their mantra is to provide a consistent and reliable service to customers as their requirements continue to evolve at an accelerating pace.



Denholm Seafoods

Fishing at sea can be tough, challenging work. To help skippers manage their existing boats, or upgrade to more modern, efficient boats – or to help them secure their first fishing vessel – Denholm Fishselling supports fishing businesses and their local communities, including investing in boats and quota, together with the skipper and their family. Currently, Denholm has investments in over 20 fishing companies and partnerships. It also helps skippers market their catch and manage the operational requirements and commercial administration of running a fishing business, as well as supplying chandlery provisions needed to run a fishing boat. In essence, by working with Denholm Fishselling, skippers can focus on their true passion - landing a quality catch.

Denholm Seafoods processes pelagic fish caught from sustainable fisheries in the rich waters of the North East Atlantic. Principally mackerel, herring and the delicacy herring roe are processed at its quayside plant in Peterhead, Europe's largest fishing port. The factory is supplied primarily by the boats that are owned by business partners, who own modern pelagic trawlers. Their customers expect high-quality fish products with full traceability, and Denholm Seafoods consistently meet their expectations by working collaboratively with our fishing partners, combined with stringent quality standards and controls.

Denholm Industrial Services

Adopting the latest in safety and technological innovation, Denholm's industrial service offering includes industrial painting and surface preparation, insulation, scaffolding and specialist access solutions whilst ensuring that all employees and associated third parties work within a safe environment in what are often challenging circumstances.

The division also provides containment and environmental encapsulation to protect civil, industrial, and military structures and assets from the elements. The skills and expertise of its technicians in evaluating the condition of metal and floor surfaces, surface preparation and coating system applications can reduce maintenance periods and improve structural longevity.



Background to Current Opportunity



Denholm Group is looking to appoint a high-calibre Marketing & Communications Manager. This is a full-time role, to be based in the Head Office in Glasgow.

Denholm Group is an organisation steeped in its Scottish roots with the majority of its operations across the United Kingdom and Ireland. As the business has evolved and grown over the generations, there has been no compromise on a culture of integrity, professionalism, and ambition.

With a turnover of c.£400 million and c.1700 employees, this is a business which offers a real (and rare) opportunity for an experienced Marketing and Communications professional to make a meaningful impact and support the commercial development of the business.





An Overview of Responsibilities:

Strategic Planning

- Participates in the development and implementation of company-wide strategic marketing and communications plan
- Develops comprehensive communications strategies that support the overall strategic direction of the company
- Creates a relevant digital strategy, across subsidiary brands and for the wider group, including the development of an appropriate social media strategy
- Assesses communications programs, reports findings, and recommends improvements
- Implements Corporate Identity Guidelines, including design philosophies, logos, typography, corporate colours etc
- Spearheads various projects, being pivotal in creating and driving a robust marketing and communications proposition e.g., undertaking viability and cost analysis of implementing new intranet systems etc
- Delivers training and development of key management stakeholders in the effective delivery of Digital Strategy etc.
- Provides expertise and shares knowledge on appropriate responses to issues
- “Owns” the company’s Brand Book and archives
- Responsible for the ownership, protection, growth, and development of the company’s marketing IP
- Supports the development of stakeholder propositions to drive consistent messages that resonate with key audiences
- Owns the Group’s crisis communications planning
- Develops strong working relationships with business-level marketing staff across the matrix organisation to ensure awareness of local business marketing activities and their adherence to over-arching Group principles

Internal Communication

- Develops and maintains consistent branding of the company and its activities
- Motivates employees about the organisation's brand and manages the internal branding portal as a self-service branding resource for employees
- Initiates, promotes, and encourages effective internal and external communications strategies and practices at all levels of the Group, working with the individual companies and their staff
- Leads the creation, editorial planning, development, layout, and is responsible for the overall delivery of the internal magazine (Denholm News)
- Ongoing and proactive development of an internal communications portal (intranet) and introduction of other visually led employee communications channels
- Coordinates all audio-visual, display, and promotional needs of the company, hereunder presentation templates/master slides and internal videos



- Provides expertise and shares knowledge with internal clients on internal and external communications

External Communication

- Develops and maintains consistent branding of the company and its activities
- Maintains and updates journalistic contacts, drafts and issues press information and press releases (as necessary and with prior agreement of Group Executive) together with monitoring press coverage and maintaining full and proper information systems in order to facilitate professional services to media
- Liaises with journalists and arranges interviews as appropriate
- Creates, develops, and manages content for the company's web presence (requires working with content management software and the individual management teams)
- Maintains a consistent look and feel throughout all web properties
- Keeps current with emerging web technologies through relevant blogs etc. Works closely with the technical team to maintain site standards with regard to new development
- Manages the supplier relationship with the Group-wide digital agency to optimise website user experience and monitors and maintains the Group's digital footprint, including its Google presence
- Leads and develops the Company's social media engagement, hereunder updates to the Company's Facebook, LinkedIn, and Twitter profiles and activity entries
- Manages relationships with external creative suppliers, including creative and graphic design, videography, and photography, to ensure the production of high-quality content that is reflective of the Group's brand essence, messaging, and tone of voice
- Manages relationships with external videographers and photographers
- Manages the relationship with the selected corporate charity partner and enhances employee engagement, as part of the Group's ESG strategy





Requirements:

- Significant strategic delivery at a similar level, within a comparable industry sector (logistics, transport, engineering, technical etc)
- Educated to degree level in a related Marketing, Communications or Business subject, or hold a professional Marketing / Communications / PR affiliation
- Previous experience in delivering Marcomms across a business with multiple brand identities and target markets
- Brand management experience
- Excellent attention to detail
- Comprehensive delivery across the full marketing mix with experience in driving social media strategy
- Design experience would be advantageous – specifically for the design and creation of company collateral
- Excellent command of the English language, in writing as well as orally
- Experience in deploying social / networking media and Web 2.0 tools in a professional environment
- Capacity and desire to evaluate and learn emerging web technologies (including content management systems), social media tools, etc
- Proven project management ability and the ability to work with people/teams

Competencies:

- Excellent analytical and interpretation ability
- A people person
- Superior written & verbal communication skills, with the ability to speak extemporaneously and to write in a grammatically correct and conversational style
- An inherent sense of urgency is required
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Ability to work independently and accomplish goals with minimal oversight
- Passion, Integrity, and Energy!

Organisation:

- The incumbent will report directly to the Chief Operating Officer and be part of the head office senior management team
- There will be a necessity for the person to travel throughout the UK and Ireland to see our businesses and their locations and to work with the respective management teams

Remuneration & Recruitment Process



This is a truly wonderful opportunity to join an enormously successful business, in a highly visible role that will allow the successful candidate to genuinely influence Marketing and Communications strategy and crucially make a significant impact. In return, the successful candidate will receive a highly competitive basic salary and benefits.

- **Salary:** £65,000 - £70,000
- **Bonus:** Discretionary annual bonus based on personal and company performance
- **Pension:** Employee contribution 2.5% and employer 12.5%
- **Holidays:** 35 days (including bank holidays)
- **Medical Care:** Private Medical Insurance (after 2 years' service)
- **Work Pattern:** Hybrid (Based in the office minimum 3 days)

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



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Selected candidates will then be invited to interview with the Chief Operating Officer of Denholm Group.

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

Denholm Group is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status or pregnancy and maternity.