

Role Title: Senior Client Marketing Manager (Senior Client Marketing Manager)

Team: Client Services / Delivery

Reporting to: Client Services Director

Salary: From £35,000 per annum DOE

Location: Blyth Workspace, Commissioners Quay, Quay Road, Blyth, NE24 3AF

Working hours and contract: Full time or part time and permanent position (optional flexible hours)

*Please send your CV, portfolio link and covering letter highlighting why you want to work at Horizon Works to hello@horizon-works.com by **Friday 18th September 2026**.*

Background to company

Based in Blyth, one of the UK's leading renewable energy hubs, Horizon Works is a specialist B2B marketing agency helping innovators in complex industries achieve global recognition and adoption of their products and services.

We partner with ambitious, technology-led organisations developing solutions of worldwide significance, supporting clients across sectors including manufacturing, engineering, life sciences, technology, offshore wind and renewables, automotive, and defence.

Working with regional, national and international clients, we deliver integrated marketing programmes spanning strategy, PR, content, design, digital marketing, website development, SEO, animation and more. Our mission is to help pioneering businesses communicate their value, accelerate growth, and make a lasting impact in their markets.

For more information, visit www.horizon-works.com

Who are we looking for?

We are seeking a strategic and commercially driven client leader to build and grow key client partnerships, uncover new opportunities for growth, and lead the delivery of impactful, insight-led marketing programmes. Acting as a trusted advisor, you will combine marketing expertise with strong relationship management skills to deliver exceptional client outcomes, drive long-term value, and support business growth.

Role purpose

The Senior Client Marketing Manager is responsible for managing, nurturing and growing a portfolio of Horizon Works' client relationships. The role is central to driving client retention, identifying growth opportunities, and ensuring clients receive consistently high-quality, purposeful marketing that supports their growth and global impact.

Acting as a trusted strategic partner to clients, the Senior Client Marketing Manager brings significant senior-level marketing experience, with the ability to develop insightful marketing strategies, create integrated campaign plans, and oversee the delivery of effective programmes that achieve measurable business outcomes.

They will combine commercial awareness, strategic thinking and marketing expertise to help clients achieve their objectives while embodying Horizon Works' purpose of championing innovators and supporting sustainable commercial growth.

What this role is accountable for:

- Managing, nurturing and growing a portfolio of client accounts, building strong, trusted relationships with key stakeholders.
- Acting as the primary strategic and day-to-day partner for clients, providing expert marketing counsel and ensuring a consistently high-quality client experience.
- Developing strategic marketing plans, campaign strategies and creative ideas that align with client objectives and drive measurable business outcomes.
- Leading the planning of integrated marketing programmes and working with Horizon Works' specialist teams to bring campaigns and initiatives to life.
- Driving client retention through proactive relationship management, strategic thinking and the consistent delivery of value.
- Identifying and shaping growth opportunities in partnership with the Client Services Director.
- Owning client development plans, ensuring growth opportunities, marketing priorities and long-term objectives are progressed effectively.
- Briefing, directing and collaborating with internal delivery teams across content, PR, digital, design and web to ensure campaigns are delivered on time, on budget and to a high standard.
- Driving the momentum of client programmes, ensuring agreed actions, campaigns and strategic initiatives move forward effectively and deliver against objectives.

Values and expected behaviours

The Senior Client Marketing Manager is expected to consistently demonstrate Horizon Works' values:

- **Passion** - Show genuine enthusiasm for clients' ideas, sectors and ambitions.
- **Ownership** - Takes responsibility for client relationships and outcomes end-to-end.
- **Collaboration** - Builds strong, open partnerships internally and externally.
- **Positivity** - Brings a friendly, supportive attitude that clients and colleagues' value.
- **Inspiration** - Motivated by clients' innovation and global impact, helping them think bigger.

Key relationships

Internal:

- Managing Director.
- Client Services Director.
- Delivery team.
- Business development and marketing manager.

External:

- Client stakeholders.
- Industry partners and contacts.
- External agencies (website development, photography).

Performance framework

Client and commercial impact

- Clients feel understood, valued and confident in Horizon Works as a long-term partner.
- Strong retention and renewal rates across your client portfolio.
- Clear upsell and cross-sell opportunities identified, articulated and converted.

- Client development plans are in place, actively managed and delivering incremental value.
- Early identification and resolution of risks to client satisfaction or retention.

Relationship management

- Deep knowledge of client priorities, challenges and growth objectives.
- Regular, proactive communication that builds trust and transparency.
- Act as the primary point of accountability for client experience and outcomes.
- Manages expectations clearly around scope, timelines and value.

Delivery and collaboration

- Works closely with delivery teams to ensure work meets client objectives, strategic priorities and quality expectations.
- Develops clear marketing plans, campaign briefs and strategic recommendations that provide direction and focus for delivery teams.
- Leads the development of creative campaign ideas and integrated marketing initiatives that support client growth and business objectives.
- Briefs clearly, provides constructive feedback, and maintains momentum across projects and campaigns.
- Drives the progression of marketing programmes from concept through to delivery, ensuring actions are implemented effectively and objectives are achieved.
- Ensures work is commercially sound, strategically aligned and delivers measurable value for clients.
- Collaborates with specialists across content, PR, digital, design and web to maximise campaign impact and performance.
- Contributes to smooth, efficient and positive ways of working across client and internal teams.

Contribution to growth

- Supports the Client Services Director by feeding insight on client health and opportunity.
- Contributes to new business activity as required (e.g. proposals, health checks, case studies).
- Shares learning and insight to improve client service across the team.

Role requirements (High Level)

Experience and knowledge

- Proven experience managing and growing B2B client accounts, ideally within a marketing, PR, communications or agency environment.
- Extensive senior-level marketing experience, with a track record of developing strategic marketing plans, integrated campaigns and creative ideas that deliver measurable business results.
- Strong ability to translate client business objectives into effective marketing strategies, compelling campaign concepts and actionable delivery plans.
- Experience leading the development and implementation of multi-channel marketing programmes, working with cross-functional teams to achieve successful outcomes.
- Experience in growing client accounts, identifying opportunities and securing additional business.
- Excellent relationship-building, communication, presentation and project management skills.
- Commercially aware, with the ability to balance strategic thinking, client needs and business objectives.
- An alignment with Horizon Works' values and way of working.

Progression indicators

A Senior Client Marketing Manager is showing readiness for progression when they:

- Consistently grow accounts through proactive upselling and retention.
- Manage increasingly complex or strategically significant client relationships.
- Anticipate client needs and shape opportunities before they are requested.
- Influence delivery direction and commercial outcomes with confidence.
- Act as a role model for values-led Senior Client Marketing Managership.

Development and review focus (annual / ongoing)

Performance and progression discussions should consider:

- Client retention and revenue growth achieved.
- Quality and strength of client relationships.
- Develop strategic marketing plans and integrated campaigns that deliver measurable business results.

- Effectiveness in spotting and converting upsell opportunities.
- Collaboration with delivery teams.
- Living and role-modelling Horizon Works' values.

Scope and flexibility

This role profile supports performance management, career development and succession planning. As Horizon Works grows, the scope of the Senior Client Marketing Manager role may expand to include larger portfolios or more strategic client responsibilities, while remaining grounded in our purpose of championing innovators and driving global impact.