

BRITISH CHAMBERS OF COMMERCE

JOB VACANCY

Commercial Marketing Manager



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ABOUT THE BCC

WE ARE THE HEART OF A DYNAMIC NETWORK SHAPING THE FUTURE OF BUSINESS

Our organisation unites 51 accredited UK Chambers and operates in over 75 international markets. Within our Network, businesses have the opportunity to grow, thrive, and empower their communities.

With roots in the UK and with international influence, our powerful Network amplifies its members' voices, giving companies the opportunity to drive change both in their communities and on the global stage.

Built on over 160 years of history, the Chamber of Commerce Network is passionately committed to giving companies a place to be inspired, the support to grow, and a space where every business belongs. We are Where Business Belongs.

Local Roots

Businesses are the backbone of our nation, so we're proud to celebrate and amplify their impact on local communities. Our UK Network represents over 50,000 businesses which employ six million people across every region of the UK.

Our Chambers use their trusted experience and knowledge to unite businesses, unlock their potential, and in turn, help their communities to thrive. We invite you to join a powerful collective of businesses to connect, grow, and be empowered to make a difference. With the BCC, you're in good company.



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ABOUT THE BCC CONT...

National Influence

People are stronger together, and so are businesses. As a great uniter of businesses, the BCC helps firms of all sizes to achieve more than they could alone. British businesses count on us to help them build relationships at every level and in every region – a scale unmatched by any other organisation.

Dependable pillars of business, our Network exists to support and connect companies. By building meaningful relationships, sharing best practice, fostering new opportunities, and providing practical support, we help member businesses to trade locally, nationally, and globally.

We listen to the priorities and concerns of our members, draw on our extensive knowledge and expertise to support them, and catalyse true regional and national growth.

Accredited Chambers of Commerce are respected advocates for the business communities they represent, ensuring their priorities and concerns are heard in the corridors of power. Policymakers and parliamentarians frequently seek our opinions, recognising our expertise in shaping the business agenda for over 160 years.

Together, we can be architects of a thriving economic landscape.

Global Reach

From the smallest local business to the largest overseas company, the BCC has undeniable influence. Harnessing the power of our extensive international network, we play a pivotal role in driving global trade.

The 19,000 companies we represent overseas encompass 18 million employees. These companies – spread throughout every continent – directly link back to us. Through the BCC's efforts, our small island is the beating heart of an international business network.



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BENEFITS AND PERKS

Here at the British Chambers of Commerce, we pride ourselves on creating a happy working culture. This includes offering personal and work-place benefits to help you have a great work-life balance; taking care of your health and wellbeing as well as supporting you manage life's logistics and making the office a great place to be!

Benefits:

- Life Assurance
- Cycle to work
- Company mobile
- Holiday reward
- Pension scheme
- Medical cashback scheme
- Agile working
- AA Membership
- Private medical insurance
- Recruitment referral bonus scheme
- Social initiatives
- Internal Spotify Account
- Season ticket loan
- Charity fundraising
- Snack cupboard
- Gifted day off for your birthday
- 25 days holiday entitlement, increasing by 1 day each year up to a maximum of 27 days plus 8 statutory bank holidays

BENEFIT

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ROLE OVERVIEW

Title: Commercial Marketing Manager

Directorate: Public Affairs and Communications

Reporting to: Head of Marketing and Membership Communications

Hours of work: Monday to Friday, 35 hours per week, full-time.

Location: BCC Office at 65 Petty France, London SW1H 9EU. Hybrid working, with at least three days in the office.

Salary: £50,000-£55,000, subject to experience

Website: www.britishchambers.org.uk

The Commercial Marketing Manager will be BCC's lead marketing partner for business-facing products, services and partnerships.

The postholder will lead marketing activity across commercial partnerships, services, conferences and business programmes, generating audience engagement, leads and revenue. Working closely with Commercial, Trade, Insights, Events and Communications colleagues, the postholder will combine strategic advice with hands-on delivery.

They will develop compelling marketing propositions, create effective sales materials, optimise campaign performance and support the successful launch and growth of new commercial initiatives, generating engagement, qualified leads, product adoption, partnership value and revenue.

The role will help build a more proactive, commercially focused and measurable B2B marketing capability across BCC.

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KEY DUTIES & RESPONSIBILITIES

Leading the development and execution of the BCC's commercial marketing strategy to enable our continued expansion and growth

- Develop and implement marketing plans for revenue-generating products, services, events and partnerships.
- Plan, deliver and optimise integrated campaigns across email, website, social media, paid media, partner channels and events.
- Work with internal stakeholders to define objectives, target audiences, campaign approaches and success measures.
- Produce and commission marketing content and campaign assets, ensuring consistency with BCC brand guidelines.
- Monitor campaign performance, analyse results and provide recommendations for improvement.
- Identify opportunities to grow audience engagement, lead generation, product adoption and revenue.
- Keep up to date with new marketing techniques, technologies and AI tools that could improve marketing effectiveness.

Supporting the development, promotion and delivery of the BCC's commercial partnerships

- Work closely with the Commercial Partnerships Team to support partnership acquisition and retention activity.
- Create persuasive partnership propositions, marketing narratives and supporting messaging.
- Develop presentations, proposals, case studies, brochures, sales decks and other sales-enablement materials.
- Produce marketing assets and activation plans that deliver agreed commercial partner benefits.
- Support the marketing and promotion of partnership activity through appropriate channels.
- Ensure partner-related marketing activity remains aligned with BCC brand standards.

Extending the reach and impact of the BCC's trade services and initiatives

- Lead marketing delivery for BCC trade products, services and programmes.
- Develop campaigns targeting SMEs, exporters, Chamber members and internationally ambitious businesses.
- Create content that promotes trade programmes, customer success stories, events and international activity.
- Work with Chambers and external partners to extend campaign reach and engagement.
- Identify opportunities to increase participation, registrations and enquiries for trade-related activities.
- Support the launch and promotion of new trade initiatives.

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Supporting the commercialisation of the work of the BCC Insights Unit

- Work with Insights Unit colleagues on market research, business intelligence and commercial insight products.
- Help develop go-to-market plans, audience segmentation and value propositions for Insights Unit products.
- Produce marketing materials that communicate the benefits and applications of BCC Insights Unit products.
- Create campaigns that generate awareness, demand and qualified leads.
- Support the launch of new Insights Unit products and services.
- Monitor and report on campaign effectiveness and customer engagement.

Event marketing

- Lead external marketing campaigns for BCC conferences, summits and commercial events.
- Create and deliver external marketing plans that support attendance, sponsorship and revenue objectives.
- Produce promotional content and event marketing assets across multiple channels.
- Manage audience engagement activity before, during and after events.
- Support registration campaigns and delegate acquisition activity.
- Analyse event marketing performance and recommend improvements for future campaigns.

Agency, Data and Stakeholder Management

- Manage the day-to-day relationship with BCC's digital marketing agency and other marketing suppliers.
- Brief, coordinate and review agency outputs to ensure activities are delivered on time and within budget.
- Work with data owners to support compliant acquisition, management and use of marketing data.
- Collaborate with colleagues across Commercial, Partnership Delivery, Trade, Membership and Insights Unit teams.
- Ensure marketing activity complies with BCC brand standards, GDPR requirements and organisational policies.
- Maintain accurate campaign reporting and stakeholder updates.
- Promote the responsible use of AI and marketing technology across commercial marketing activity.

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PERSON SPECIFICATION

Essential

- B2B commercial marketing expertise: Proven experience developing and delivering B2B marketing strategies that support lead generation, customer acquisition and revenue growth.
- Partnership marketing experience: Experience of partnership marketing, sponsor activation, or commercial event marketing.
- Product/service marketing experience: Proven ability to shape customer propositions, positioning, key messages, go-to-market plans and sales-enablement materials.
- Campaign management: Significant experience planning, executing and optimising multi-channel marketing campaigns.
- Sales collateral development: Experience producing high-quality sales collateral, proposals, presentations and commercial marketing materials.
- Digital marketing knowledge: Strong understanding of digital marketing, including email marketing, paid media, social media and website optimisation.
- AI mastery: Experience applying AI tools to support marketing planning, content development and campaign optimisation.
- Commercial impact: Evidence of connecting marketing activity to qualified leads, conversion, product adoption, partnership value, sales pipeline or revenue.
- Project management: Excellent organisational and project management skills, with the ability to manage multiple priorities and stakeholders simultaneously.
- Communication skills: Outstanding written and verbal communication skills, with the ability to adapt messaging for different audiences.
- Creativity: Creative flair and familiarity with design platforms such as Canva and Adobe Creative Suite. Strong PowerPoint skills.
- Relationship building: Credible and collaborative, with the confidence to advise, influence and constructively challenge colleagues at different levels.

Desirable

- Membership organisation familiarity: Experience working within a membership organisation, business support organisation, trade association or professional body.
- Agency management experience: Experience managing external agencies and suppliers to deliver marketing programmes and projects.
- Conference and event marketing: Experience marketing conferences, events, training programmes or commercial partnerships.
- Advanced CRM mastery: Working knowledge of CRM and marketing-automation platforms, data acquisition and marketing-permission requirements.
- Business and trade understanding: Understanding of business, trade, policy or economic development environments. Or experience marketing trade, export, international growth, training, events, research, insight, data or business-support products.
- Data and performance analysis: Proven ability to organise and analyse campaign performance data and translate insights into actionable recommendations.
- Marketing qualifications: Relevant marketing qualifications.

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PROFESSIONAL GROWTH OPPORTUNITIES

- Opportunity to shape a newly created role and lead high-profile commercial marketing campaigns that directly contribute to organisational growth and revenue generation.
- Exposure to senior stakeholders, strategic partnerships and national business audiences.
- Experience leading high-profile commercial, trade, insights and event-marketing activity.
- Scope to deepen expertise in product marketing, commercialisation, audience growth and performance measurement.
- Access to training, professional development programmes and external learning opportunities.
- Mentorship and coaching from senior leaders across the organisation.

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NEXT STEPS

If this role sounds of interest to you, please apply on the Careers section of the main BCC website, with your CV and a cover letter explaining your suitability for the role and motivation to work at the BCC. Please include your notice period, if applicable, in your application.

Closing date for applications: Friday 16th October 2026. We reserve the right to close early if we receive a high number of applications.

We look forward to reviewing your application!

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