

Head of Growth Marketing – RADA Business

Full time · Hybrid (3 days in our central London office)

About RADA Business

RADA Business is part of the world-renowned Royal Academy of Dramatic Art. We help professionals and organisations build the communication, leadership and performance skills needed to thrive. As we enter a new strategic phase of growth, we're looking for a commercially minded, creatively inspired marketing leader to elevate our brand and unlock our next chapter.

The Opportunity

This is a rare chance to build a modern, high-performing marketing engine for an iconic institution. RADA is globally recognised, yet RADA Business has significant untapped commercial potential. With a beloved product, a leadership team committed to transformation and a mandate for bold change, you'll have the freedom to reimagine how we show up in the market and build a marketing function designed for scale.

You'll shape our brand, our communications, our digital presence and our growth systems - from top to bottom - translating world-class in-room experiences into a powerful brand identity.

The Mission

As Head of Growth Marketing, you will modernise our brand, accelerate revenue growth and build a marketing capability that drives measurable commercial impact. Your work will define how RADA Business is positioned, perceived and chosen.

What You Will Deliver (First 12–24 Months)

1. A Unified Brand & Narrative

A clear, compelling story and value proposition that positions RADA Business as a recognised leader in communication and leadership development.

2. A Modern Digital & Content Ecosystem

A refreshed website, high-performing content and campaign assets, and consistent brand expression across all channels.

3. Data, CRM & Insight Capability

A fit-for-purpose measurement, CRM and insight system that connects Marketing with Business Development and informs commercial decisions.

4. A Proven Full-Funnel Growth Engine

An end-to-end, performance-driven marketing funnel with clear KPIs, attribution and visibility of revenue contribution.

5. Commercial Impact

Marketing initiatives that support sustained revenue growth of c.15–20% year on year on revenues of £10m+.

Professional Experience

We're looking for someone with:

- **Modern B2B/B2P marketing leadership experience** in a commercial services environment, ideally scaling from ~£7m to £15m+.
- **Brand and positioning expertise**, with a track record of building or revitalising unified narratives.
- **End-to-end growth capability**, from awareness to retention, with demonstrable pipeline and conversion impact.
- **CRM, data and insight fluency**, able to design and implement systems that enable evidence-based decisions.
- **Strong agency and partner management**, expanding capability and delivering at pace.

How You Lead

- **Commercially grounded, evidence-led** and confident connecting marketing activity to revenue.
- **Proactive and comfortable with ambiguity**, with a strong bias for action and progress.
- **A clear, compelling communicator** who can translate insight into story and bring colleagues with you.
- **Collaborative and low-ego**, building trusted relationships across teams.
- **Energising and resilient**, bringing momentum, creativity and positivity.

Minimum Requirements

- 8+ years in marketing, with at least 5 in B2B.
- Proven experience delivering revenue growth through modern B2B marketing.
- Prior ownership of full-funnel marketing strategy.
- Experience improving or implementing CRM systems.

Why This Role

This is a genuine once-in-a-career opportunity to take a globally recognised name and shape its next chapter. You'll influence strategy at a pivotal moment, build systems and creative expression from the ground up, and market a premium product loved by clients—all within a supportive, ambitious leadership team committed to transformative marketing.