

Group Head of Marketing Job Description & Person Specification

Location: Croxley Park, Watford / Hybrid

Brands: MIS Healthcare and Xiel

Role Overview

Medhealth Group is seeking a commercially driven, strategic, and hands-on Group Head of Marketing to lead the marketing agenda across MIS Healthcare and Xiel. The role is responsible for shaping brand strategy, driving growth, supporting sales performance and building market visibility across healthcare and specialist sectors.

Key Responsibilities

Strategic Marketing Leadership; Brand and Market Positioning; Demand Generation and Campaign Leadership; Digital and Content Strategy; Sales Enablement and Commercial Partnership; Team Leadership and Capability Building; Budget, Performance and Governance.

Success Measures

Increased brand awareness; stronger lead generation; improved digital ROI; clearer positioning; marketing and sales alignment; team development; measurable business growth.

Detailed Responsibilities

- Develop and lead the overall marketing strategy aligned with revenue and growth objectives.
- Create differentiated positioning for MIS Healthcare and Xiel.
- Lead integrated campaigns across digital, content, social media, email, PR, events and partnerships.
- Own website performance, SEO, paid media, marketing automation and analytics.
- Work closely with sales teams to improve lead generation, nurturing and conversion.
- Lead, coach and develop the marketing team and external partners.
- Manage budgets, KPIs, compliance and stakeholder reporting.

Person Specification

Essential Experience

- Senior marketing leadership experience in healthcare, medical, pharmaceutical, health services or other regulated B2B sectors.
- Experience leading multi-brand marketing functions.
- Strong strategic marketing, brand development and campaign management background.
- Experience aligning marketing with sales and commercial performance.
- Experience managing teams, agencies, budgets and performance metrics.

Essential Skills & Competencies

- Strategic marketing leadership.
- Commercial acumen.
- Brand development and positioning.

- Digital marketing expertise.
- Content and communications leadership.
- Stakeholder management.
- Leadership and coaching.
- Analytical capability.
- Project and budget management.
- Customer and market insight.

Desirable Experience

- Healthcare technology, diagnostics, medical products or patient services.
- CRM and marketing automation platforms.
- Product marketing and go-to-market planning.
- M&A integration or brand alignment experience.

Personal Attributes

- Commercially minded and results focused.
- Strategic but to be hands-on.
- Collaborative leader.
- Excellent communicator.
- Resilient and adaptable.
- Data-led and curious.

Please contact: careers@mishealthcare.co.uk