

# Julian Nicholas Childs BA (Hons) MCIM

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## Summary

- Commercially astute **MARKETING PROFESSIONAL** with director level experience of agencies and client firms - from SMEs to multinationals.
- Capable, hands-on problem solver with particular expertise in financial services; petrol retailing; computer and two-way radio technology; business-to-business and public sector environments.
- Strong experience of brand building, project management, creating project teams, business development, making presentations, compiling sales literature, writing copy and organising events.
- Enthusiasm, talent and track record for delivering clear, targeted strategies based on arresting, distinctive and effective marketing communications - to brief, on time and within budget.

## Assignments

### INTERIM ESF COMMUNICATIONS MANAGER - LEARNING & SKILLS COUNCIL

- 2 days per week x 4 months in-house appointment to cover incumbent's resignation
- Responsible to develop databases, create ESF case studies and produce 3 monthly e-bulletins, a quarterly full colour glossy newsletter (6000 distn.) and several brochures across six South London boroughs

### INTERIM MARKETING DIRECTOR - COMPANY MANAGEMENT LTD, LONDON

- Inspired vision, shaped strategic plan and developed brand propositions to transform corporate identity and re-position this established outsourced Payroll, HR and Accounting bureau for acquisition and significant growth
- Recruited and led independent team of specialists, designating and managing agreed budgets to replace all marketing collaterals (trademarks, website, literature, stationery, signage) inside six months

### INTERIM BRAND STRATEGIST - OPTIMA DIAGNOSTICS LTD, LONDON

- Facilitated registration of product names and logo creation, then established marketing collaterals for revolutionary web-based health & safety management system powered by Wellworker® Technology.
- Wrote business plan extracts for successful Inland Revenue and development finance appeals

### LAUNCH MARKETING FOR ODPM / LOCAL E-GOVERNMENT STANDARDS BODY'S ONLINE REPOSITORY, "CUSTODIAN"

- Formalised corporate identity, product branding and marketing communications for high profile national launch event at DTI, London SW1
- Vetted, introduced and coordinated client's PR & Events Agency

### MARKETING CONSULTANT - MOTOROLA RADIO PRODUCTS GROUP, HAMPSHIRE

- Audited all existing marketing materials and specified changes to suit revised strategic plan
- Created £40,000+ CD Rom / poster / literature / newsletter campaign to substantially reduce grey market incursion across Middle East & Africa. Presented results to over 200 resellers at international conference in Turkey

### COPYWRITER - PRUDENTIAL GROUP PENSIONS, LONDON & READING

- Reviewed existing UK group AVC literature for product managers
- Redrafted all core documents within only 2 months for 'Man from the Pru' re-launch campaign to 3,500 client companies and over 0.5 million scheme members

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## Miscellaneous projects

- **SHELL** (edited research summaries for easy-reference management database)
- **EUROSTAR UK** (marketing tools to triple annual travel insurance business at point of sale)
- **HARRIS HOSPISCARE** (re-branded local hospice for current capital appeal)
- **IIE / INSTITUTION OF INCORPORATED ENGINEERS** (membership drive)
- **LEARNING & SKILLS COUNCIL LONDON SOUTH** (compiled website content)
- **VERY SPECIAL TRAINS LTD** (marketing collaterals for ongoing national launch)

## Career progression

**1992 - present: founded agency MAINLY MARKETING...**  
growing it from back-bedroom start-up to steady six-figure turnover - winning and serving an impressive client list (see [www.mainlymarketing.co.uk](http://www.mainlymarketing.co.uk)). Merged this business with Brunswick Marketing Consultants in 2001 but sadly the parent company failed 10 months later. Since 2002 I have enjoyed interim management, consultancy and project work.

**1990 - 1991: ASSISTANT DIRECTOR, CITIGATE MARKETING...**  
head-hunted to run core Schroder Asset Management marketing account (annual budget £400,000), progressing to win trade press accolade for Savings Plan national poster campaign. Subsequently made ACCOUNT LEADER on team that won Lloyd's of London's global advertising business (@ £0.5m pa) in a 5-way pitch. Responsible for 6 staff in 2 account teams until recession led to compensated redundancy.

**1987 - 1990: ACCOUNT MANAGER / DIRECTOR, MOORGATE...**  
originated trade and national press campaigns and marketing literature for several financial institutions including James Capel Unit Trusts, Birmingham Midshires Building Society and Canada Life. Promoted to manage 4 staff and widely quoted in mainstream trade press. Recognised by 'Precision Marketing' magazine for acclaimed launch campaign of James Capel's Tiger Index Fund.

**1982 - 1987: BROKER (IFA) CONSULTANT, NPI...** selling life, pension and investment products in the East Midlands after 1 year on the company's graduate training programme in London. Quadrupled predecessor's sales between first and second years and, in 1985, was joint winner of a national competition for selling "Spectrum" pension plans. I resigned in 1987 and moved back South in order to enter Financial Services marketing.

## Education

**2002**  
Accredited by Small Firms Enterprise Development Initiative (SFEDI) as a marketing consultant for Business Focus, Kent

**1996**  
MCIM - certified member of Chartered Institute of Marketing

**1983 - 1986**  
ACII Insurance Exams (5/9 heads before career change)

**1978 - 1981**  
Leicester University, B.A. (Hons) Social Science Economics

**1970 - 1978**  
Ravensbourne School, Bromley, Kent (10 O - and 2 A - levels)

**1965 - 1970**  
Hayes Primary School, Kent and Tanglin Preparatory, Singapore

## Affiliations

- **Business Focus** (marketing workshops and tailored consultancy for members and clients of local Chamber of Commerce)
- **Farnborough Village Society** (immediate past Chairman)
- **Harris HospisCare** (marketing adviser to management board)

## Date of Birth

22 July 1959 - Bromley, Kent

## Interests

Distance cycling, hiking, skiing, sailing, music, ceroc dancing