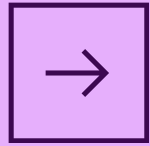




Marketing
Strategy
Operations
Talent

We help businesses
turn marketing into
an engine for growth.





Who we are

At JK&Co. we help recruitment and professional services firms turn marketing into a growth engine by connecting strategy, operations, and talent to drive measurable commercial results.

We combine strategy, fractional advisory, mentoring, and delivery to help leaders build clarity, capability, and commercial momentum. From shaping scalable marketing strategies to optimising operations and developing teams, we focus on what drives real results.

Founded by [Janine Owen](#) and now joined by [Kathy Walker](#), JK&Co. brings together decades of experience across marketing, operations, and talent in recruitment, tech, and professional services.

We partner with senior leaders and marketers to:

- Build strategic marketing functions that fuel revenue growth.
- Improve how leads are generated, managed, and converted.
- Strengthen alignment between marketing, sales, and leadership.
- Mentor teams to elevate capability and confidence.

That's how we help businesses grow—through clarity, credibility, and measurable impact.

Commercial. Creative. Connected.



→ Case Study 1

Client: A specialist recruitment consultancy focused on placing experienced professionals across compliance, risk, finance, audit, customer contact, and business operations for organisations across the UK.

Model: Strategic marketing advisory + hiring support

What was delivered:

- Full marketing audit to understand gaps, opportunities, and current activity.
- A high-level marketing strategy setting direction and priorities.
- Defined what type of marketer they actually needed for their growth stage (in-house vs outsourced vs hybrid).
- Created a role specification for a permanent marketing hire (marketing manager–senior marketing manager level).
- Supported the interview process and hiring decision, including advising on capability and fit.
- Developed a 90-day activation plan so the new hire could hit the ground running.
- Providing light mentoring into early 2026 to help them embed the function and build the marketer’s confidence.





→ Case Study 2

Client: Specialist recruitment business focused on engineering, technology, and manufacturing talent, supporting organisations hiring niche technical specialists across the UK.

Model: Fractional marketing leadership + delivery.

What was delivered:

- Conducted a full audit of the existing marketing function, identifying structural gaps, inconsistent processes, and opportunities to improve commercial impact.
- Took ownership of the day-to-day marketing function, providing both strategic leadership and hands-on delivery support.
- Led the development of a new website designed to improve sector positioning, candidate engagement, and lead generation capability.
- Built sector-focused content strategies across engineering and technology markets, including salary guides, insights, case studies, and campaign content.
- Developed marketing automation journeys and nurture processes to improve candidate engagement and maximise the value of existing CRM data.
- Introduced stronger campaign tracking, reporting, and marketing processes to improve visibility and decision-making.
- Supported business development activity through targeted content, sales enablement materials, and brand consistency.
- Helped establish stronger marketing foundations designed to support long-term growth, scalability, and improved commercial alignment across the business.

→ Case Study 3

Client: Specialist provider of payroll, compliance, and employment solutions for contractors and businesses, helping organisations manage their workforce through fully compliant onboarding, payment, and engagement services.

Model: Fractional marketing leadership + capability development

What was delivered:

- Initially engaged to mentor their existing marketer, building confidence, capability, and strategic thinking.
- When the marketer resigned, JK&Co. provided fractional support to keep marketing moving.
- Developed the marketing strategy and foundations the business lacked.
- Advised on what the next hire should look like.
- Supporting the hiring of a new junior marketer, including onboarding structure and capability development.



→ Case Study 4

Client: Specialist executive search and GTM recruitment firm focused on helping high-growth SaaS and technology businesses scale commercial teams across the UK, EMEA, and the US.

Model: Brand positioning + website strategy + content development.

What was delivered:

- Conducted a discovery and positioning audit to identify gaps in brand narrative, messaging, and digital presence.
- Repositioned the business messaging to better align with founder-led and scaling technology businesses.
- Led the structure and strategy for a full website refresh focused on credibility, clarity, and conversion.
- Developed messaging frameworks across client and candidate audiences.
- Introduced case study, testimonial, and insight-led content recommendations to strengthen market credibility.
- Advised on long-term marketing foundations including LinkedIn visibility, thought leadership, and future platform scalability.
- Created a more commercially aligned brand presence designed to support UK and international growth ambitions.

[Excelus Search Website](#)





→ Case Study 5

Client: Founder-led specialist recruitment business focused on MEP building design services recruitment, supporting consultancies and engineering businesses hiring technical design talent across the built environment sector.

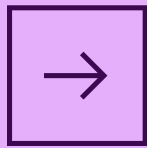
Model: Brand positioning + launch strategy + content support

What was delivered:

- Supported the launch of a new specialist recruitment brand within the MEP and building services sector.
- Developed positioning and messaging to communicate niche expertise clearly and credibly.
- Led the structure and content direction for the launch website.
- Created messaging balancing technical knowledge with approachable, relationship-led branding.
- Advised on founder visibility and LinkedIn thought leadership strategy.
- Supported the launch of a LinkedIn newsletter to build sector credibility and audience engagement.
- Provided practical marketing guidance suitable for a lean, founder-led business.
- Built strong marketing foundations to support future growth and business development.

Circular Design Website





We are JK&Co.

A marketing consultancy for recruitment and sales-driven businesses that need marketing to be a genuine engine for growth.

With decades of experience inside founder-led and professional services environments, we understand the realities of lean teams, commercial pressure, and the need for marketing to deliver revenue, not noise. We turn strategy into action. Positioning becomes clear messaging. Brand, demand, and CRM work together to drive measurable outcomes rather than operate in isolation.

Our work encompasses strategy, fractional advisory services, mentoring, and delivery. We help sharpen positioning, build credible brands, and enhance lead generation, management, and align sales and marketing around commercial goals. With leadership teams, we set direction. With marketers, we build capability and confidence. The result is marketing that is visible, valuable, and commercially accountable.

Creative. Commercial. Connected



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