

JOB DESCRIPTION

Title	Senior Marketing Executive
Reports to	Head of Marketing and Communications
Department	Business Development – Marketing
Location	Based at the London Office (hybrid working model)

Main purpose of the role

The individual will support the Head of Marketing & Communications across a diverse range of projects, with a primary emphasis on Institutional Asset Management.

Additionally, they will play a key role in managing external communications with media, clients, and prospects, ensuring consistent and impactful messaging. Success in this role requires the ability to work autonomously, when necessary, while also fostering strong partnerships both within the organisation and with our external PR agency to ensure smooth project coordination.

The ideal candidate will be comfortable engaging with senior executives, as well as with the investment management and client relationship teams, contributing to seamless collaboration and effective communication.

Key duties and responsibilities

- Responsible for the creation and distribution of marketing content and materials alongside advertorial and email campaigns
- Create compelling video content, social media posts, and other promotional materials.
- Edit videos and photos to produce professional-quality assets for various platforms.
- Lead marketing research to further raise brand awareness
- Propose innovative ideas to boost brand awareness and engagement.
- Collaborate with the sales team to develop targeted marketing strategies that align with business objectives.
- Manage and execute marketing campaigns across multiple platforms, including social media, email, and content marketing.
- Support the marketing manager on content planning, digital strategy and PR

Culture responsibilities

- Strive to act in line with the target culture including values, behaviours and ED&I
- Contribute to sustainability initiatives
- Read and understand relevant risk appetite policies and processes
- Speak up, raise breaches and issues
- Maintain awareness of market best practice and regulatory updates

Experience, skills and knowledge

Professional qualifications required (if applicable)

Marketing degree or similar Marketing qualification [i.e. CIM]

Experience, skills and knowledge required

- 3-4 years marketing experience
- Proficient in the following software: InDesign, Photoshop, Google Analytics, Canva, Vimeo, Adobe Premier Pro or similar software
- Strong design and creative skills
- Experience in Institutional Asset Management
- Good understanding of digital platforms (specifically LinkedIn)
- Ability to work individually or as part of a multi-disciplined team
- Confident with effective interpersonal skills
- Self-starter with strong leadership skills

THIS SECTION MUST BE COMPLETED

Certified Person:	N/A
Level of Authorisation held (ie payment authoriser)	N/A
Bank Signatory?	N/A
Level of Responsibility (ie Department Manager)	N/A

Name of Employee:	
Signature of employee:	
Date approved:	
Name of Manager:	Hannah Bagnall
Signature of Manager:	
Date approved:	