

## Marketing Coordinator

Key Responsibilities	Key Competencies	Skills & Experience
<ul style="list-style-type: none"> <li>• Provide administration support to the Head of Marketing and wider Marketing team;</li> <li>• Assist in writing, publishing and executing internal communications;</li> <li>• Assisting the Marketing Team in co-ordinating all integrated marketing activities;</li> <li>• Ensure all marketing collateral is up to date and relevant;</li> <li>• Understanding of social media and management of numerous channels;</li> <li>• End to end marketing campaign management;</li> <li>• Involved in planning and coordinating of events;</li> <li>• Assisting the Marketing Team in co-ordinating all integrated marketing activities;</li> <li>• Assist with data analysis (e.g. competitor analysis, customer surveys);</li> <li>• Assisting with content creation;</li> <li>• Assist in ensuring consistency of messaging, positioning and tone of voice;</li> <li>• Work collaboratively with internal and external stakeholders;</li> </ul>	<p>Organised</p> <p>Creative</p> <p>Excellent oral and written communication skills</p> <p>Digitally astute</p> <p>High Energy</p> <p>Attention to detail</p>	<p>Marketing, Communications or related degree</p> <p>ADMA (desirable)</p> <p>1-2 years' experience in Marketing</p>

## Marketing Specialist

Key Responsibilities	Key Competencies	Skills & Experience
<ul style="list-style-type: none"> <li>• Develop and execute the marketing strategy to achieve brand and client acquisition objectives;</li> <li>• Planning and execution of digital campaigns;</li> <li>• Assisting in sponsorship planning and execution;</li> <li>• Assisting with developing marketing strategy and plans for the organisation;</li> <li>• Copy writing and/or proof reading of both web and print marketing collateral;</li> <li>• Customer insights and data analysis;</li> <li>• Internal and external stakeholder management;</li> <li>• Monitor key business performance metrics, adherence to compliance and regulatory obligations, work progress on key initiatives/projects and staff engagement and productivity;</li> <li>• End to end management of multiple projects from brief to completion;</li> <li>• Often specialise in a certain area, with more focus on marketing activities rather than marketing admin activities.</li> </ul>	<p>Strategic</p> <p>Digitally astute</p> <p>Highly commercial</p> <p>Excellent verbal + written communication skills</p> <p>Organised</p>	<p>Degree or Masters in Marketing / Communications or Strategy or MBA</p> <p>3 - 5 years'+ experience in Marketing Management</p> <p>ADMA (desirable)</p>

## Marketing Manager / Communications Manager

Key Responsibilities	Key Competencies	Skills & Experience
<ul style="list-style-type: none"> <li>• Provide support to the Senior Marketing Manager and/or Head of Marketing;</li> <li>• Develop and execute the marketing strategy and other lifecycle initiatives from end to end;</li> <li>• Develop and execute multi channelled marketing campaigns</li> <li>• Develop and execute the marketing plan;</li> <li>• Manage and build on a strong social media presence for the organisation;</li> <li>• Maintain internal and external stakeholder relationships;</li> <li>• Support the marketing department in budget management and planning;</li> <li>• Ensuring web content is up-to-date using CMS system or where appropriate, working with digital agencies for both campaigns and regular updates;</li> <li>• Make key contributions towards improvements and changes;</li> <li>• Manage the content calendar to support content program and ensure timely and coordinated delivery of content through channels.</li> <li>• Product marketing including production of sales support materials to support product launches</li> <li>• Develop and manage the communication of important regulatory information, processes and practices;</li> <li>• Often will lead a team of junior marketers</li> </ul>	<p>Excellent verbal + written Communication skills</p> <p>Organised</p> <p>Innovative</p> <p>Excellent Project Management skills</p> <p>Presentation skills</p> <p>Stakeholder management skills</p>	<p>Marketing, Communications or related degree</p> <p>3-5 years' experience in Marketing, Communications or Digital</p> <p>Technical understanding of digital marketing</p> <p>Experience and great working knowledge of end to end marketing lifecycle, value chain and relevant stakeholders</p>

## Digital Marketing Manager

Key Responsibilities	Key Competencies	Skills & Experience
<ul style="list-style-type: none"> <li>• End to end digital performance marketing activity for the organisation;</li> <li>• Developing and executing marketing campaigns, on time and to budget;</li> <li>• Lead, optimise and deliver digital direct marketing communications across digital channels;</li> <li>• Reporting and optimisation of live campaigns to maximise measurable results, as well as recommending improvements for future campaigns;</li> <li>• Developing consistent reporting capability on all campaigns;</li> <li>• Ensuring projects are effectively implemented, executed and well communicated;</li> <li>• Working closely with internal and external stakeholders to understand customer and business challenges, offering appropriate technical solutions and digital strategy to overcome these issues;</li> <li>• Often specialise in a certain area, with more focus on marketing activities rather than marketing admin activities.</li> </ul>	<p>Strategic</p> <p>Digitally astute</p> <p>Highly commercial</p> <p>Excellent verbal + written communication skills</p> <p>Organised</p>	<p>Degree or Masters in Marketing / Communications or Strategy or MBA</p> <p>3 - 5 years'+ experience in Marketing Management</p> <p>3 -5 years' experience in Digital</p> <p>ADMA (desirable)</p>

## Senior Marketing Manager

Key Responsibilities	Key Competencies	Skills & Experience
<ul style="list-style-type: none"> <li>• Develop a measurable marketing strategy across multiple channels;</li> <li>• Execute key strategic initiatives on time and within budget;</li> <li>• Engage with and have the ability to influence key stakeholders;</li> <li>• Develop and manage the communication of important regulatory information, processes and practices;</li> <li>• Develop and manage the execution of campaigns and events;</li> <li>• Make key contributions towards improvements and changes;</li> <li>• B2B and B2C experience in Marketing;</li> <li>• Build on and implement communications plans aimed to support customer acquisition, growth and retention;</li> <li>• Support the Head of Marketing in the development of a high performing cross functional team;</li> <li>• Develop and manage the communication of important regulatory information, processes and practices;</li> <li>• Help identify execution gaps and seek to build long term solutions to close these gaps</li> <li>• Train and mentor the team</li> </ul>	<p>Commercially minded</p> <p>Strategic</p> <p>Strong leadership skills</p> <p>Technically minded</p> <p>Innovative</p> <p>Excellent verbal + written communication skills</p> <p>High achiever</p> <p>Organised</p>	<p>Masters in Marketing, Communication or a related field desirable</p> <p>7-10 years' experience in Marketing</p> <p>ADMA</p> <p>Leadership Training/qualification</p>

## Senior Communications Manager

Key Responsibilities	Key Competencies	Skills & Experience
<ul style="list-style-type: none"> <li>Responsible for leading communications including internal communications, change management, events and charities and sponsorship programs;</li> <li>Design and deliver internal communications that engage employees, including senior management;</li> <li>Create and implement corporate marketing campaigns and digital strategies for the organisation;</li> <li>Write feature articles and other communications collateral, ensuring it enhances brand awareness and increases audience engagement;</li> <li>Leading the Communications team.</li> </ul>	Commercially minded  Strategic  Technically minded  Digitally astute  Highly commercial  Excellent verbal + written communication skills  Organised	Degree or Masters in Marketing / Communications or Strategy or MBA  7 - 10 years'+ experience in Marketing Management  ADMA (desirable)  Leadership Training/Qualification

## Head of Marketing

Key Responsibilities	Key Competencies	Skills & Experience
<ul style="list-style-type: none"> <li>• Develop and execute the marketing strategy to achieve brand and client acquisition objectives;</li> <li>• Work with Department Heads to develop well targeted sales and marketing initiatives aimed at generating qualified leads;</li> <li>• Monitor key business performance metrics, adherence to compliance and regulatory obligations, work progress on key initiatives/projects and staff engagement and productivity</li> <li>• Key member of the Senior Leadership team;</li> <li>• Provide support in the execution of a range of corporate initiatives including corporate communications and announcements;</li> <li>• Work with stakeholders to ensure effective communications are in place to support the delivery or a premium client experience;</li> <li>• Implement a framework for measuring and reporting the results and learning's from each marketing initiative implemented; and</li> <li>• Leadership of the marketing team. Talk about mentoring etc</li> <li>• They can sometimes be head of the whole marketing department or in large companies there can be several heads of marketing each responsible for different teams and channels. For instance Head of Acquisition, Head of retention</li> </ul>	<p>Disruptive thinker</p> <p>Strategic</p> <p>Highly commercial</p> <p>Acquisition focused</p> <p>Excellent leadership skills</p> <p>Ability to influence at executive level</p> <p>General management skills</p>	<p>Degree or Masters in Marketing / Communications or Strategy or MBA</p> <p>Leadership Training/qualification</p> <p>10-15 years'+ experience in Marketing Management</p> <p>5 years plus in other functional area such as Marketing, Sales, Operations, legal or Risk.</p>

## Meet our Marketing team!



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We post regular **employee thought pieces** which can be found on our [website](#).  
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