

Job Description

Position Title	Marketing Executive
Department	Marketing
Location	London Office - Flexible working. A minimum of 3 days per week in the office is likely to be required
Reports to	CEO and Head of Operations
Salary	Dependent on experience

Purpose of Role To provide a professional level of communication to new and existing clients resulting in increased brand awareness and revenue for the business

Relationship to Other Positions The successful candidate will report to the Head of Operations and will work closely with the CEO and Chairman

Duties and Responsibilities Execute marketing strategy to generate leads and drive revenue, which includes but is not limited to:

Webinars

- Schedule webinars liaising with external and internal stakeholders
- Produce stats immediately following a webinar and present to the CEO
- Develop leads generated through events and webinars into meetings with wealth managers

Website

- Manage and update the website
- Develop online literature
- Contact prospective clients via website

Event management

- Liaison with clients and professional connections
- Manage team events including offsites, liaising with venues and being mindful of budget

Social media

- Working as required with external agencies to generate and deliver engaging, high quality social media content
- Creating and executing social media campaigns across LinkedIn, Facebook, and Twitter
- Collate IQ press and share internally and externally
- Supporting with the production of the social media content diary

Mailings

- Manage online mailouts to clients and professional contacts with weekly/monthly newsletters
- Manage offline mailouts to clients
- Update mailing lists where necessary
- Create client surveys and collate feedback
- Update marketing guides and policies

Merchandise

- Oversee IQ merchandise and share, when necessary, with clients and professional connections i.e., notepads, face masks, umbrellas
- Responsible for gifting for client referrers and staff

Stakeholders

- Build and nurture relationships with stakeholders
- Work with and monitor performance of external marketing agencies.
- Update journalist database
- Gather marketing KPI statistics for wealth manager meetings and board reporting
- Promote charity partnerships

Meetings

- Attend and contribute to weekly team meetings
- Provide weekly updates to the CEO and identify and propose new opportunities, together with suggestions on how we can improve
- Attend bi-weekly social media content meetings

Knowledge and Preferred Skills

- Mailchimp/customer io knowledge
- Social media platforms specifically LinkedIn, Facebook, and Twitter
- Google analytics
- Hootsuite
- Slack
- Notion
- Zoom
- Canva
- WordPress
- Microsoft Office

Knowledge and Preferred Skills

- Strong written and oral communication skills
- Highly organised
- Self-motivated
- Articulate
- Well presented
- High level of emotional quotient
- Strong attention to detail
- Ability to quickly learn and use system software
- Personal pride in work undertaken
- Commitment to excellent standards
- Creativity