

## Job Description

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

**Purpose of Role** To provide a professional level of communication to both existing and prospective 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** To assist with the design and to take responsibility for delivering the marketing strategy of the company. This will include but not be limited to:

### Online

#### Website

- Manage and update the website
- Develop online literature and features internally and with external agencies
- Contact prospective clients via website

#### Webinars

- Schedule webinars liaising with external and internal stakeholders
- Develop and implement protocols for follow up following webinars and present results to the CEO
- Develop leads generated through events and webinars into meetings with wealth managers

#### Podcasts

- Manage the production audio podcasts in conjunction with wealth managers and investment managers

#### Mailings and newsletters

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

### 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

### Stakeholders

- Build and nurture relationships with other stakeholders, namely:
  - Work with and monitor performance of external marketing agencies
  - Update journalist database and promote new relationships
  - Gather marketing KPI statistics for wealth manager meetings and board reporting
  - Promote and assist with management of charity partnerships

### Physical

#### Event management

- Manage professional connection events
- Manage team events including offsites and liaising with venues

#### Merchandise

- Oversee purchase of 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

#### Meetings

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

#### Ad hoc

- Other office duties as required

### 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 and pro-active
- Articulate
- Well presented
- High level of emotional quotient
- Strong attention to detail
- Ability to manage budgets
- Ability to quickly learn and use system software
- Personal pride in work undertaken
- Commitment to excellent standards
- Creativity