

Department	Marketing	Business Unit	Chief Marketing Office (CMO)
Reporting Line	Dawn Kostuch - Personal Wealth, Product Marketing Senior Manager	Location	Remote

Values and Behaviours

Personal

- We take time to listen to & understand peoples individual needs
- We treat everyone fairly & with respect
- We are honest & genuine

Partnership

- We build lasting, mutually-beneficial relationships
- We value everyone's contribution
- We partner across the full breadth of our expertise to create shared value

Performance

- We are ambitious for our clients and act with their interests in mind
- We keep our promises & deliver excellence at pace
- We lead the way and embrace new ways of working

Job Purpose

This role supports the Personal Wealth Senior Product Manager to execute the acquisition marketing strategy for the wealth management propositions across the Affluent and HNW segments including commercial vertical segments of Professional Partners, C-Suites and Women.

Key Responsibilities

- Develop fully integrated campaigns covering both online and offline channels to drive volume leads and manage through to conversion.
- Support the Personal Wealth Senior Product Manager to execute a consistent positioning and messaging across channels, ensuring that all our touchpoints convey our promise clearly.
- Work with strategic partners to deliver against approved plans working with our SME teams to deliver creative and content.
- Campaign tracking and reporting of campaigns across channels.

Key Skills and Experience

Key Experience:

- Proven experience of multi matrix marketing planning and/or campaign management with a strong understanding of campaign integration and effectiveness,
- Experience of online marketing principles - digital and social marketing
- Demonstrable experience in a Marketing role in a commercial environment
- Relationship building skills with internal and external stakeholders

Key Competencies:

- Planning and organising
- Results orientation - delivering to deadlines and targets
- Commercial awareness - understanding profitable and scalable opportunities
- Collegiate - ability to work cooperatively with colleagues at all levels
- Excellent communication skills are essential
- Resilience and enthusiasm
- Team player, with the ability to work in collaborative sales environment

Professional Qualifications and Education

- Relevant marketing or industry professional qualifications desirable although not essential
- University qualification desirable