



An alternative career in finance

Marketing and Communications Manager

Following strong organic growth we are on the lookout for bright individuals to join our team; individuals who are smart, motivated and want to deliver excellence in fund and corporate services.

Since our inception in 2001 we have placed a strong emphasis on the personal and professional development of our employees, providing an opportunity for individuals to truly progress and shine. This investment on the people behind our services has paid off and we are proud to have maintained an industry-leading employee retention rate since we began.

To find out more or apply, visit aztecgroupp.co.uk/careers, email careers@aztecgroupp.co.uk or call us on +44 (0) 1534 837562.

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Job Description

Marketing and Communications Manager

Reports to Senior Marketing Manager

The purpose of this role is to develop and drive marketing and communication campaigns that build upon and enhance the profile of the business, our services and people across key target markets.

The individual will support with the creation of marketing plans and manage promotional activities across a wide range of tactics, including PR, thought leadership, advertising, sponsorships and events.

This individual will work closely with the Marketing and Business Development teams, as well as the Group Head of Client Services, Group Heads of Products and Jurisdictional Heads of Product.

Key responsibilities:

- + Create and manage new marketing campaigns, utilising both traditional and digital channels
- + Develop our thought-leadership programme; creating technical and topical commentary in partnership with senior people across our business, and managing the distribution and analysis of content
- + Write and manage business PR. This will involve identifying and pursuing opportunities to generate positive coverage for our business and staff across target media
- + Manage our participation in key industry awards, including the identification of suitable award opportunities, drafting of submissions, coordinating attendance and publicising success
- + Develop, implement and monitor the effectiveness of initiatives undertaken across our core digital channels; namely the website, social media and email
- + Support with the development of marketing plans. This will include working closely with senior colleagues to determine how we allocate our budget and the tactics and channels we use to position our business and services across key markets
- + Support the team across a variety of initiatives and projects as and when required, including advertising, sponsorships, events, presentations, research, speech writing and direct marketing campaigns
- + Manage relationships with external suppliers and creative agencies

Skills, knowledge, expertise:

- + 5+ years in marketing, communications or creative writing is desirable
- + Strong financial and commercial knowledge supported by a relevant professional qualification
- + Experience in managing budgets and writing plans

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Marketing and Communications Manager

Skills, knowledge, expertise (continued):

- + Track record in the creation and implementation of effective promotional plans and campaigns
- + Attention to detail, with the ability to work closely and effectively with a diverse group of people and to establish and maintain effective and productive working relationships
- + Competencies in team dynamics by leading and motivating to obtain desired results
- + Excellent writing skills, with particular experience in developing thought-leadership material
- + Strong technical skills including:
 - Excellent ability to identify key targets, formalise messages and write clear communications
 - First-rate budgeting and analytical skills
 - Computer literacy and word processing skills are essential

We will provide the training, both in house for relevant technical knowledge and also professional qualifications to enhance your professional development. You will need to be quick to learn new systems and great with people, as close working relationships between our colleagues and clients is at the heart of what we do.

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