



# An alternative career in finance

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## **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 in the people behind our services has paid off and we are proud to have maintained an industry-leading employee retention rate for over ten years.

To find out more or apply, visit [aztecgroupp.co.uk/careers](http://aztecgroupp.co.uk/careers), email [careers@aztecgroupp.co.uk](mailto:careers@aztecgroupp.co.uk) or call us on +44 (0) 1534 834456.

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# Job Description

## Marketing and Communications Manager

### Reports to Associate Director – Product Marketing and Communications

The purpose of this role is to lead the development and management of the Group's content and communications strategy. Key activities will include leading our thought-leadership programme, drafting and coordinating press releases and company news, and overall management of all commercial and product-focused content across traditional and digital channels.

An important part of this role will involve managing relationships with journalists, industry publications and bodies, and working alongside these and other stakeholders to identify and pursue opportunities to raise the profile of our people, products and services.

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:

- + Develop and manage our thought-leadership programme. This will involve creating technical and topical commentary in collaboration with our leadership team and freelance writers and journalists, where appropriate.
- + Write and manage business PR. This will involve identifying and pursuing opportunities to generate positive coverage for our business and staff across target media.
- + Assume overall management of all commercial and product-focused content across traditional and digital channels, including the website and social media.
- + Manage our participation in key industry awards, including the identification of suitable award opportunities, drafting submissions and publicising success.
- + Develop, implement and monitor the effectiveness of our communications across core traditional and digital channels.
- + 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 presentations, speech writing and marketing campaigns.

#### Skills, knowledge, expertise:

- + Proven experience in marketing, communications or creative writing
- + Experience in managing budgets and writing plans
- + Track record in the creation and implementation of effective promotional plans and campaign

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# Job Description

## Marketing and Communications Manager

### Skills, knowledge, expertise (continued):

- + 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:
  - o Excellent ability to identify key targets, formalise messages and write clear communications
  - o First-rate budgeting and analytical skills
  - o Computer literacy and word processing skills are essential.
- + Strong financial and commercial knowledge supported by a relevant professional qualification

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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