

Marketing Manager

Job Description

Office Location:	London
Department:	Marketing
Responsible to:	Marketing Director

The Role

Purpose of the Role

The purpose of this role is to support and drive the business objectives of Christie Finance, through creating and delivering marketing campaigns, developing the company brand across multiple channels, and driving lead generation. The role will work closely with the wider Christie & Co and Christie Insurance streams of the business, generating cross referrals and viewing the client base holistically to create opportunities for two-way business generation. The role enjoys a close and strategic relationship with the MD of Christie Finance and the national team of finance brokers and therefore plays an integral part in driving the business forward. The role will also entail the management and a close working relationship with the Christie Finance Junior Marketing Executive.

Duties and Responsibilities

- Responsible for managing the Christie Finance Junior Marketing Executive, who you will work with across all Christie Finance marketing activity;
- Work with the Junior Marketing Executive to provide direction, messages and guidance on Christie Finance projects and campaigns;
- Develop national campaigns with relevant messaging targeting the Christie Finance and Christie & Co databases;
- Responsible for branded marketing material, both online and offline, working with the internal Design team – includes copy writing and proof reading across the Christie Finance website, banners, events, brochures, reports, adverts and presentations;
- Responsible for uploading and managing content on the Christie Finance website, working closely with the in-house Digital team to optimise content via an external SEO agency, with this relationship being managed by the in-house Digital team;
- Utilise content created for press and social created by you and the Christie Finance Junior Marketing Executive to create relevant campaigns where appropriate;
- Manage the organisation of relevant events including exhibitions and Christie Finance involvement with report launches;
- Track client satisfaction by analysing feedback, mapping the client experience and provide insight to ensure a customer centric approach across the business;
- Develop the sector propositions and embed the company brand across all marketing and digital channels;
- Track competitor activity to keep abreast of their marketing and services offering;
- Input into and deliver on the CRM strategy to improve customer segmentation and data analysis;
- Work with other members of the services team to develop horizontal, and vertical, marketing messages and cross selling opportunities;

- Work with the other sector Managers working in Christie & Co to develop campaigns and messages and share best practice to provide the highest quality projects;
- Ensure all FCA Regulated duties are completed effectively between yourself and the Christie Finance Junior Marketing Executive and communicated to the Christie Finance MD upon completion.

About The Team

The Marketing team consists of a committed and friendly group of marketing professionals; working closely together to support Christie Finance and Christie & Co and their objectives to grow through providing a 'one stop shop' for those who own, or wish to invest in, business property. With 24 colleagues across the UK and Europe, our aim is to provide proactive, quality marketing advice across our businesses, under the Christie Group umbrella. The team includes specialists in Design, Digital and Communications as well as those providing account management for the core business.

General Responsibilities

- To be a good ambassador for the company;
- To adhere to the company's Equal Opportunities policy in all activities, and to actively promote equality of opportunity wherever possible;
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety At Work Act (1974) and relevant EC directives;
- To work in accordance with the Data Protection Act;
- To undertake such other duties as may be reasonably expected.

Person Specification

Skills and Experience

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| • Previous experience within a similar role (5 years); | <i>Essential</i> |
| • Excellent writing skills; | <i>Essential</i> |
| • Excellent attention to detail; | <i>Essential</i> |
| • Exceptional organisational skills; | <i>Essential</i> |
| • Excellent communication skills; | <i>Essential</i> |
| • Good understanding of marketing; | <i>Essential</i> |
| • An understanding of CRM systems; | <i>Essential</i> |
| • Professional qualification, such as CIM; | <i>Desirable</i> |
| • Previous professional services experience; | <i>Desirable</i> |
| • Familiarity with Salesforce; | <i>Desirable</i> |
| • Experience managing others; | <i>Desirable</i> |
| • Previous knowledge of property and financial services. | |
- Desirable*

Personal Characteristics

- Personable and friendly;
- Strong team player;
- Meticulous with a with a keen eye for detail;
- Organised and proactive;
- Enthusiastic and driven;
- Flexible and adaptable;
- Committed;
- Self-motivated and able to work on own initiative;
- Able to think laterally.

If you are interested in the role, please submit your CV with a covering letter to jobs@christie.com