

## **Marketing Manager**

### **Job Spec/Advertisement**

Fantastic opportunity to join this a fast growing consumer/retail finance lender.

This FinTech is experiencing rapid growth and is an independent, innovative and technology-savvy company.

You will help bring new structure and strategy into the marketing efforts using a mixture of traditional and digital techniques, and help drive brand awareness in the sector.

You will also help create and deliver a marketing strategy for their state-of-the-art technology platform that will help win business and enhance the customer experience.

You will have:

- 7-10 years of broad marketing skills (traditional and online/digital), preferably within a lending environment
- Re-branding experience from inception to delivery
- Experience with Agile techniques, lean start-up/customer development techniques and product management
- GDPR knowledge and understanding
- A content marketing skill set
- Product development experience with regard to usability UX/UI
- An affinity for and experience of, digital marketing in both the B2B and B2C markets, and in particular content marketing techniques, measurement and optimisation
- Creative mind-set in terms of new ideas to reach and engage with audiences
- Ambitious and dynamic personality
- Genuine passion for B2B and B2C marketing, finance and technology
- Marketing communications - plan and write all marketing communications across various marketing channels, including the website, advertising, and product-led Digital and print advertising campaigns
- Excellent copywriting skills in finance and/or tech sector

There will be a requirement to work from both our London and Manchester offices.