

Job Title: Senior Digital Marketing Manager

Contract Permanent

Hours 35 hours per week

Reports to Head of Marketing

Location- Hybrid - 2 days London office /Home

Job summary:

Thistle Group is a multi-award-winning organisation which offers a range of services and products to financial services firms, helping our clients through the twists and turns of the ever-changing regulatory landscape. The group consists of four separate entities: a regulatory consultancy, a specialist insurance brokerage, a compliance technology platform, and automated suitability report writing tool.

Thistle Initiatives, our regulatory consultancy, provides expert compliance advice and support right across the financial services sector. Our clients range from niche start-ups to long-established market leaders covering the following verticals: Investments, Payment Services, Financial Crime, Credit, Mortgages, Insurance and Digital Assets.

This role will be responsible for supporting our Head of Marketing and Practice Area Leads (PALs) across the group to create and strengthen our digital marketing presence and drive the group's strategic marketing approach.

Key responsibilities

Strategic Project Management

- Management of strategic marketing projects and digital aspects of events.
- Provide in house expertise and innovative ideas across the group, minimising the need for external resource requirements.
- Ensure we have the suitable tools in place to support PAL business plans for growth, implementing new processes as necessary.
- Proactively identifying improvements via analysis, themes and feedback and building strategic projects to improve our digital marketing activities.
- Continually analyse marketing tools and processes to support planned growth for the group, ensuring return on investment and best value within marketing budget.
- Generate creative ideas and for PALs to deliver to potential and existing clients.
- Coach PALs before events and track success through data-led metrics.
- Responsible for increasing and improving thought leadership activities across the group.
- Identifying and supporting cross collaboration across the group.
- Identify current digital marketing trends and suggest new ideas to enhance the marketing strategy of the organization.
- Support internal communications across the group.

Day to day Digital Marketing Activities

- Ensure website is developed to a high standard, keeping landing pages up to date at all times and ensuring an excellent end user experience
- Use existing tools such as Hub Spot, LinkedIn, other social media to our full advantage.
- Advise PALs based on best practice, client context and marketplace understanding
- Copywriting for digital marketing campaigns and support marketing team where required, with content marketing activities, website, and social channels.
- Create and updating content for our website, social media and email campaigns
- Lead internal and external event management and exhibitions
- Lead the development, communication and maintenance of the Group's external websites to optimise communication, brand and product awareness
- Present progress and initiatives of all digital marketing campaigns and projects to the Management Team
- Develop, implement and maintain an extensive and comprehensive marketing development strategy
- Lead the team in maximising SEO and social media networks to promote the business and potential opportunities
- Participate in business development initiatives that include targeting external clients and attend industry conferences where necessary
- Interlink with each business sector to agree the planning and implementation of all events and incentive activities within Thistle Group to support Marketing requirements across the firm
- Upskill the team as necessary to continually keep up with digital marketing trends.
- Build a strong understanding of our industry to ensure FCA compliance when promoting our products and services.

This role is not limited to the above duties, due to the nature of the role you will need to be adaptable and open to change in this position.

Key Competences

- Excellent organisation skills with the ability to multitask.
- Be adaptable and agile to embrace change, with the ability to problem solve in a rational manner.
- Ability to manage time effectively with excellent organisation skills.
- A strong team player with ability to develop skills in others.
- Excellent written skills with a high level of attention to detail, ensuring high quality across the team.
- Ability to communicate openly and effectively, both internally and externally with ability to establish and maintain trusting relationships with clients and colleagues.
- Excellent listening skills, being considerate to the needs and opinions of others.
- Ability to proactively work under own initiative identifying when referral is needed.
- A strong commercial mindset with commitment and enthusiasm.
- A growth mindset with commitment to keeping digital marketing skills up to date.

Experience/Qualifications

- Knowledge of Financial Services and experience of working in a similar environment.
- Excellent knowledge of SEO/Hubspot as well as up to date knowledge of current digital marketing skills and metrics and how to utilise to best effect.
- Proven track record in a Senior Digital Marketing position.
- Experience in developing and executing marketing strategy to maximise business results.
- Demonstrable success in impactful digital marketing campaigns and projects.
- Recent and relevant experience in team management and development of others.
- Ability to think creatively with an elevated level of attention to detail.
- Educated to degree level – desirable but not essential.

We offer:

- Competitive salary and the ability to grow your career within the Thistle Initiatives Group
- Rewarding Excellence Bonus Scheme
- 25 - 30 days holiday entitlement depending on length of service
- Company pension scheme
- Private Medical Insurance
- Gym membership contribution
- Employee Assistance Programme
- Fantastic City of London location and working environment