

**Job Title:** Marketing Manager (Maternity Cover)

**Contract:** Fixed-term (Maternity Cover)

**Hours:** 35 hours per week

**Reports to:** Head of Marketing

**Location:** Hybrid – 2 days London office / 3 days working from 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.

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.

We are seeking a Marketing Manager on a maternity cover basis to support the Head of Marketing in executing and managing marketing initiatives. This role is ideal for a proactive and detail-oriented individual who enjoys working across multiple marketing channels and collaborating with stakeholders to drive brand awareness, engagement, and lead generation.

### **Key Responsibilities:**

- Work with the wider marketing team to create and execute marketing campaigns aligned with business objectives.
- Maintain and manage a content calendar, ensuring consistency in messaging and future planning.
- Support subject matter experts (SMEs) in the creation and distribution of content across digital channels, including web and social media.
- Day-to-day management of social media channels, ensuring best practices are followed.
- Develop and execute email marketing campaigns to engage target audiences.
- Monitor and analyse the performance of digital marketing activities, providing reports and insights.
- Organise and manage in-person events, webinars, and partner events.
- Collaborate with internal teams to ensure brand consistency and messaging alignment.
- Assist in the maintenance and optimisation of the company website.

### Skills & Experience:

- Background in financial services or professional services is preferred.
- Experience using CMS and CRM systems (HubSpot experience is desirable but not essential).
- Proven experience managing social media channels in line with best practice.
- Minimum of 2 years' experience in a marketing role with similar responsibilities.
- Strong organisational skills and ability to manage multiple tasks simultaneously.
- Excellent writing skills with a high level of attention to detail, ensuring high-quality outputs.
- Ability to analyse marketing performance metrics and make data-driven recommendations.

### Soft Skills:

- A positive and proactive attitude.
- Ability to adapt to changing priorities and work under pressure.
- A keen willingness to learn and develop.
- Strong attention to detail and commitment to delivering high-quality work.
- Excellent communication and collaboration skills.

This is an exciting opportunity for a marketing professional looking to gain valuable experience in a dynamic and fast-paced environment. If you are passionate about marketing and eager to contribute to a high-performing team, we would love to hear from you.

### We offer

- Competitive salary and the ability to grow your career within the Thistle Initiatives Group
- 25 - 30 days holiday entitlement depending on length of service
- Company pension scheme
- Private Medical Insurance
- Gym membership contribution
- Fantastic City of London location and working environment
- Working with dynamic teams with regular social events

If you are looking to springboard your career to the next level and would like to be part of a supportive and dynamic culture, then please apply immediately.