

Job Title: Marketing Senior Manager

Contract: Permanent

Hours: 35 hours per week

Reports to: Chief Commercial Officer

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

Job Summary:

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 looking for a proactive and hands-on **Marketing Senior Manager** to support the business and drive impactful marketing initiatives. This role is ideal for someone who thrives on collaboration, enjoys building strong relationships across teams, and is comfortable managing multiple projects while rolling up their sleeves to get things done.

Key Responsibilities:

- Act as a primary marketing liaison to the business, working closely with internal teams to understand their needs and align marketing efforts accordingly.
- Management and co-ordination of the marketing team, ensuring the time of the team is managed effectively.
- Lead the planning, execution, and project management of marketing campaigns across various channels to drive brand awareness, engagement, and lead generation.
- Build strong relationships with stakeholders, ensuring marketing efforts are integrated and effectively support business objectives.
- Manage a content calendar, ensuring timely and consistent messaging across all platforms.
- Work closely with subject matter experts (SMEs) to create and distribute engaging content across digital channels, including web, social media, and email.
- Oversee day-to-day management of marketing channels, ensuring best practices and brand consistency.
- Plan and execute marketing campaigns to nurture and engage target audiences.
- Organise and manage events, webinars, and partnership initiatives to enhance brand presence and networking opportunities.
- Monitor, analyse, and report on the performance of marketing campaigns, providing insights and recommendations for continuous improvement.
- Collaborate with internal teams to ensure messaging, branding, and campaign strategies are aligned.
- Support website maintenance and optimisation to enhance user experience and conversion.

Skills & Experience:

- Proven experience in a marketing role with a strong emphasis on campaign management and stakeholder engagement.
- Commercially minded and able to demonstrate qualitative and quantitative success measures from marketing initiatives
- Experience in financial services or professional services is preferred.
- Strong project management skills with the ability to juggle multiple tasks and deadlines.
- Experience using CMS and CRM systems (HubSpot knowledge is a plus but not essential).
- Hands-on experience managing social media channels and implementing best practices.
- Excellent content creation skills, with strong attention to detail and the ability to tailor messaging for different audiences.
- Analytical mindset with the ability to interpret marketing data and optimise strategies accordingly.
- A team player who is adaptable, self-motivated, and willing to get involved at all levels of execution.

Soft Skills:

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

If you are a strategic yet hands-on marketer who enjoys working in a collaborative environment and making a real impact, we'd 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