

Marketing Executive

Salary – Market Rates subject to Experience

Contract type Full Time, Permanent.

Office Based / hybrid - Newark, NG24 1BS

- Have you experience as a B2B Marketing Executive, within the financial services sector or similar?
- Do you have knowledge of website / digital content management and event support with the desire to learn more?
- Can you demonstrate strong experience of managing and delivering a successful calendar of campaigns and communications with a meticulous eye and great attention to detail?

If this is you, then we have an exciting opportunity to join an established, respected, and growing company, Fiducia Commercial Network (which is a trading style of The Fiducia Network Ltd).

Fiducia Commercial Network is part of the Fiducia Group which is established in financial services with over 20 years' experience, and we're looking for a B2B Marketing Executive to join our team within an ever-growing industry.

What will you be doing?

As a marketing executive, you'll support the Fiducia Commercial Network marketing function in delivering in day-to-day marketing activities that feed into the overall marketing strategy. Getting involved in the full marketing mix, you'll be a competent copywriter with great attention to detail and the ability to contribute to and develop integrated marketing campaigns to promote the business.

For this role, you'll be confident in using a website CMS, basic design tools, and compile monthly reports for the business stakeholders. While communications and campaigns are a large part of this varied role, you'll also be involved in liaising with suppliers and customers and supporting the team in delivering quality materials and events to its members. You'll be fully supported in all areas of the role to develop your marketing skills and gain further experience in areas that interest you the most.

The key responsibilities are:

- Build and deliver a full campaign calendar from acquisition to retention, you'll take ownership of this and be responsible for delivery of strong marketing campaigns.
- Website content management and supporting agencies with content delivery on socials.
- Event planning, support, and delivery – of our own member networking events and larger industry shows and expo's.
- Support ongoing lead Generation activity, identifying opportunities to regularly optimise and improve ads - full support and training provided.
- Managing the marketing database and email distribution lists to always ensure we're fully up to date.
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- Collating and compiling monthly newsletters and communications, liaising with lenders, partners and the wider business for monthly contribution.
- Assisting with media creation such as images, videos, graphics and presentations.
- Implementing a customer feedback loop to ensure we're always aware of our impact on the client and continually improving our service across the board.
- Interpreting marketing analytics, looking for opportunities for improvement, monitoring campaign performance, and creating reports for the wider business
- Being a brand champion and ensuring all communications and design meets our brand guidelines.

Other qualities we're looking for:

Essential:

- Experience of working in a marketing team or agency environment
- Excellent writing, proofreading and communication skills
- Excellent project management skills with the ability to work to a deadline
- A natural flair for creativity and design
- Expertise in producing engaging, professional-quality content
- A proactive approach with exceptional attention to detail and strong interpersonal skills
- Knowledge of website CMS and email platforms such as Mailchimp

Desirable:

- Previous experience in financial services or a regulated environment
- Marketing Qualification or the desire for continued professional development

To apply, send your updated CV to HR@Fiduciagroup.co.uk

NO AGENCIES

