



# Marketing Executive

**As the Marketing Executive you will be responsible for developing insightful and engaging marketing campaigns to our large base of existing investors and advisers. You will be working closely with our product team and a 13-person sales team to support them in building strong customer relationships and support them in hitting their fundraising objectives.**

## Why Downing?

Downing is a fast growing, entrepreneurial investment manager based in the City of London. We believe a great investment opportunity isn't just financial, it's a chance to invest in things that matter – our environment, our health, our society, our local communities and our economy. Our ability to adapt and innovate to create investment products for our customers is key to our growth and success and our core values are vital to everything we do – from the businesses we invest in, to the people we hire.

Thousands of investors trust Downing with over £1.6 billion of their money, invested into businesses that can make a difference.

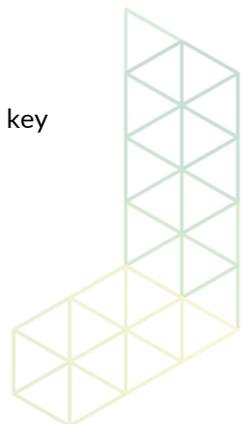
Downing is entering a hugely exciting growth phase; and we have big plans to deliver new products and better experiences for our thousands of customers.

Our ethos has always been to make our investments rewarding, not only for investors but for society and the planet too and we are currently in the process of applying for B corp status.

## About the role

As the Marketing Executive you will report into the Marketing Manager and will be responsible for:

- Delivering a series of communications campaigns focused on our existing investor base and network of 15,000 advisers, primarily via email and webinars
- Work closely with our content team to identify interesting insights, trends to support in nurturing relationships with advisers across the UK
- Identify key segments and target products and messages that are relevant to their needs
- Set up a wide range of targeted campaigns with clear objectives and measurement to help us continually improve
- Set up continuous tests to ensure we are always learning and improving how we engage with our base
- Actively encourage our customer base (Investors and Advisers) to opt for digital communications
- Measure and report back on effectiveness of all campaigns on a quarterly basis, sharing key learnings and next steps





## About you

- Excellent written and verbal communication skills with experience creating compelling marketing copy
- Experience within financial services and confident working in a regulated environment
- Experience with Mailchimp or similar email marketing program
- Comfortable with Google analytics and tracking and reporting campaign effectiveness
- High attention to detail, our marketing, product and investment managers and senior accountants are detail-oriented so you must be comfortable with the data you are presenting
- Customer-oriented, you care about improving service to internal customers and providing solutions to deliver successful, right-first-time outcomes
- Approachable, friendly and professional while working diligently. Nothing is too much trouble
- Team player – have fun! We do our best to cultivate an open, honest, hard-working but fun culture

## Pay and benefits

For the successful candidate, we will put together an attractive reward package that will include:

- Competitive starting salary
- Discretionary bonus
- Pension scheme
- Health insurance
- Life assurance
- Income protection
- Death in service insurance
- Additional social perks

## Additional details

- Reports to the Marketing Manager
- Based in the London office, in Monument
- Flexible working
- All candidates must be eligible to work in the UK or have a working visa

