



Campaign Manager

About 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.

Over 25,000 investors trust Downing with over £1 billion of their money, invested into businesses that can make a difference.

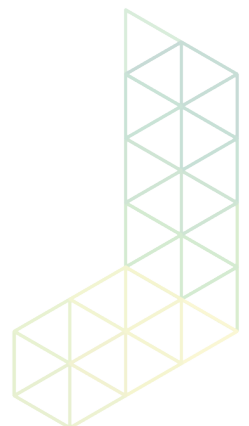
Roles and key responsibilities

This is a new opportunity to join a growing marketing team in a company with a large base of existing investors and advisers. The purpose of the role is to cross-sell our products to that base and encourage people to reinvest when they have an exit from a fund.

Downing has successfully grown to this size without any real advertising, and our strategy for the next two years is to get really good at relationship marketing and grow our base only through referrals and our sales teams. We find we often have husbands introducing wives and wives introducing sons etc. So this role is very much about getting to know our existing customer base and their needs and spotting opportunities to introduce them to the wider range of products and services.

We are seeking a proactive relationship marketer who is an expert in direct marketing, ideally both B2C (Investors) or B2B (Advisers). We are still a small team and Downing is an entrepreneurial company so we want someone with broad skills who would happily delve into data, write copy, design email templates, and analyse the effectiveness of our communications. We have all those skill sets in the team but this role would not suit someone who is used to working in large organization where everything is done for them!

We are ideally seeking a professional with experience in Financial Services, in particular, investment. Reporting to the Senior Communications Manager, the role will involve working closely alongside both our product and marketing teams and our design agency, supporting a 10 man sales team.





Key tasks

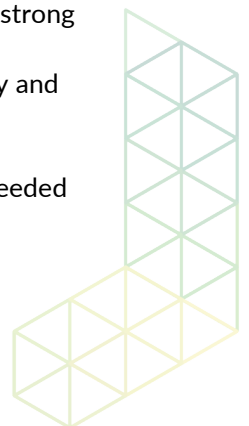
- Deliver a series of communications campaigns focused on our existing investor base and network of 15,000 advisors, primarily via email, direct mail and our website www.downing.co.uk
- Create interest/demand to support the company's £200m annual fundraising target
- Identify key segments and target products and messages that are relevant to their needs
- Carefully manage the balance between communicating directly to investors and encouraging investment via the IFAs who bring in 70% of our business
- Set up a wide range of targeted campaigns with clear objectives and measurement to help us continually improve
- Actively encourage our customer base (Investors and Advisers) to opt for digital communications, and in doing so shift 20% of our direct mailing to online this year
- Come up with content ideas and then ensure effective distribution through our own and partner's channels
- In the first six months, work closely with our Marketing data manager to ensure we have clean, accurate and consistent data in CRM so we have a solid base for relationship marketing
- After six months run a more aggressive channel shift campaign to get people using our digital portal (est. Q3 2020)
- Work closely with our Business Development Manager and our Direct Investor Relationship Director to retain investors when they exit a fund
- Measure and report back on effectiveness of all campaigns on a quarterly basis, sharing key learnings

Behaviours

- To always put the customer first and communicate opportunities clearly and in a balanced way
- To report promptly to the company's Money Laundering Reporting Officer any known or suspected money laundering activities by the Company's clients or prospects (or by the person on whose behalf the client/prospect is acting)
- To act in an ethical way at all times
- To act in accordance with the company's operating and compliance procedures at all times and to bring any potential or actual breaches to the immediate attention of the Head of Compliance, always conscious of the FCA's Treating Customers Fairly principles

Job specific requirements

- B2C relationship marketer experience in Financial Services or Investment
- Ability to write clear copy - ideally, we would look for an English or Marketing degree, or equivalent qualification
- A good understanding of tax efficient investment such as EIS, VCT and IHT would be a strong advantage
- Significant experience using a range of direct marketing tools - we use Mailchimp today and are transitioning to Click Dimensions
- Comfortable with Google analytics and tracking and reporting campaign effectiveness
- Prior training in financial promotion rules and a genuine appreciation of why they are needed





Personal profile

- **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
- **Confident working in a regulated environment** – your work will be subject to Financial Promotion regulations
- **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 Senior Communications Manager
- Full-time working from London office, in Monument
- All candidates must be eligible to work in the UK or have a working visa

To apply please send your CV to recruitment@downing.co.uk. Make sure to include your notice period.

We try to reply to all individual applicants and will provide feedback for any candidates that reach the interview stage.

Please note, we are committed to sourcing candidates directly and as such we do not accept speculative CVs from agencies.

To understand what information we collect about you, how we will use it and for what purpose, please read our [privacy notice](#).

