

Marketing Manager – Emerging Payments industry

Salary £35 000 - £40 000 Negotiable

To start asap

Reporting to: CEO

About the role

A highly-motivated Marketing Manager with comprehensive skills and experience in B2B marketing is required to play an important role at this progressive trade association in London Bridge SE1. The role involves working in a creative, fast-paced entrepreneurial environment with a passionate team.

The Marketing Manager's role is to devise and implement a marketing strategy that positions the Emerging Payments Association as the most influential trade association in payments, helping London become the global hotspot for innovation in PayTech, part of the FinTech sector. You will be responsible for marketing a programme of 50+ events and several important industry change projects through digital and social media campaigns, ensuring objectives and targets are set and that effective communication plans are in place to make best use of all of the available channels.

We are looking for a reliable but flexible team player who is open to new ideas and growing responsibilities, proactive and responsive to change, with great customer service, good product knowledge, people management, planning and reporting.

Role requirements

To be considered for the position, it is essential that the candidate has:

- Minimum 3 years' experience in a B2B marketing role
- Must have managed start-to end events marketing campaigns
- Experience of managing budgets and suppliers

- Impeccable communication skills, both written and verbal. 100% fluency in both written and spoken English
- Exemplary MS Office skills, particularly PowerPoint, Word, Excel and Outlook
- Experience of, and fluency in, editing websites, social media channels, e-newsletters, CRM systems and content management
- Good copy-writing and proof-reading skills, showing an eye for detail
- An enthusiastic, positive attitude, outgoing personality and warm phone/face-to-face manner
- Ability to deal with internal and external stakeholders at all levels
- Ability to deal with, and prioritise, constantly changing requirements
- Ability to work to deadlines and under pressure with a calm approach
- Self-motivation, with the ability to make decisions and use their initiative
- The ability to work well within a small but extremely busy team
- Polite, efficient, autonomous and with an appropriate business manner
- Applicants must prove they hold the relevant work permit

Desirable, although not essential, characteristics:

- Experience working at a successful trade association
- Degree level education
- Experience within the financial services industry
- Management experience



Responsibilities of the role

Duties and responsibilities:

- Lead on the development and maintenance of the marketing strategy and brand
- Lead on the development of the marcoms plan, managing it and monitoring its effectiveness
- Integrating into key communities and engaging with influencers to expand the visibility of the EPA brand
- Manage a Marketing Assistant and other freelance support
- Effectively manage marketing production timelines, ensuring the sign off and delivery of marketing collateral on time and on budget
- Continuously develop marketing campaigns and initiatives to on-board new members, Patrons and Benefactors
- Prepare briefs for external agencies or in-house sales resource, in-line with campaign requirements
- Key contact for designers ensuring brand integrity
- Own the website, update web content, and improve its functionality for online marketing efforts
- Keep accurate records on marketing spend for the department, ensuring value for money service from suppliers and reporting to the team the ROI achieved for each campaign.
- Contribute to development of the current product and collateral to become more value adding to clients and saleable to prospects
- Undertake other tasks as may be reasonable
- Liaise with members, Patrons and Benefactors and implement all deliverables



- Work with Project Coordinator to create newsworthy content on EPA's project achievements
- Creating and managing the marcoms plan across the whole events portfolio
- Building creative partnerships with publications, news sites, blogs and associations to effectively promote the events to their readerships, members and communities
- Implementing data build initiatives to support events and access new market sectors
- Supporting exhibitors/sponsors with their marketing activities around the events and leveraging their databases/communities to increase visitor attendance
- Work with Head of Events to contribute effectively to the relationship management of key sponsors
- Interpreting delegate analysis (to identify trends and opportunities) and evaluating success against targets
- Create events collateral such as delegate guides, flyers etc.
- Look out for events relevant for the EPA to attend or exhibit at

This role would suit someone with at least three years' experience working in a marketing team.

If you have a proven track record in marketing, boundless energy and enthusiasm and feel ready to take on the responsibility for marketing output of an organisation that punches above its weight, this could be the role for you.

If you think you are a perfect fit for this position, please send your CV with a covering letter to tory.batten@emergingpayments.org.