



**JOB TITLE** Director, Head of Marketing

**DATE** 30-08-2021

**REPORTS TO** Direct to C-Suite

## POSITION DESCRIPTION

### Key Duties and Responsibilities

- Oversee and coordinate the marketing team's daily operations.
- Provide a 'hands on' approach to team management, offering motivation and support where necessary.
- Engage regularly with management, internal stakeholders across various functions and vendors.
- Assist with promotions, digital advertising, and creative campaigns.
- Oversee content creation, including eDMs, landing pages, social media posts, and other marketing collateral.
- Oversee the design and take-to-market of various lead generation and client acquisition campaigns.
- Supervise the team's social media management, including Twitter, Facebook, LinkedIn, and Google+, using programs such as HootSuite.
- Oversee the team's engagement with and refinement of key analytic and market research platforms, Pardot (Salesforce) and Qualtrics.
- Oversee the team's use of Google Adwords Search, Display and Remarketing campaigns.
- Contribute to squad meetings and deliver ad hoc projects.
- Represent the Company at various community activities as required.
- Ensure all marketing activity is in accordance with the relevant regulatory obligations, company policies and procedures.

The above list is not exhaustive, and the role may change to meet the evolving objectives of the company.

## PERSON SPECIFICATION

### Qualifications

- Tertiary Qualification in Marketing is essential.

### Experience

- Minimum 5 years of Marketing experience is essential.
- Significant experience in similar leadership role is desired.
- Experience in Financial Services is essential, preferably in the digital brokerage sector.
- Experience in B2B and B2C channels is preferred.

### Technical Skills and Competencies

- High level of competency in Salesforce is preferred,
- Proficiency in Qualtrics and/or Pardot
- Experience with HTML, CSS and JavaScript.
- Experience with Email Marketing programs such as Campaign Monitor.
- Experience with Google Adwords Search, Display and Remarketing.

### Personal Skills and Attributes

- An active and engaged approach to team management.
- Ability to work independently and as part of a team under a deadline.
- Must thrive in a fluid, fast-paced, and result-oriented environment
- Able to adapt to changing business needs.
- Business awareness.



**This job description serves to illustrate the scope and responsibilities of the role and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.**

**ACKNOWLEDGEMENT**

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I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

**SIGNED BY YOU**

.....  
Employee

.....  
Date

**SIGNED BY MANAGEMENT**

.....  
Manager – James Alexander

.....  
Date