

## Global Marketing Manager

**Remuneration negotiable depending on candidate's experience**

**IMMEDIATE START**

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This is an exceptional opportunity for a skilled, diligent Marketing Manager with demonstrable success and strong commercial awareness to join one of the world's fastest growing B2B FinTechs providing innovative Working Capital Finance services to corporates, their suppliers and professional investors.

The business model, technology, and legal framework enables financial institutions to provide short-term working capital to the suppliers of large corporates across Asia, Europe, the Middle East and the UK. Business is expanding into new service program, focused on property investment offered to professional IFAs and financial institutions and ultimately to retail investors.

You will be working closely with the Business Development Team in engaging with corporate clients, partners, and users of the services, creating high-calibrate marketing collateral. You will be skilled in managing creative process and be able to handle the process from start to finish with confidence, and self-sufficient.

The service is a true Win-Win, enabling corporates and suppliers to improve working capital to sustain and grow business, whilst enabling financial institutions to achieve returns within a risk weighted environment.

This company is a global Fintech, already recognised by external rating agencies as one of the top 10% of innovators globally, and a member of the London Stock Exchange Elite programme, which recognises UK companies with the fastest growth potential to scale globally.

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### Key job duties:

- Day-to-Day marketing activities of the business to co-ordinating marketing campaigns with sales activities
- Creation and publication of all marketing material in line with marketing plans
- Managing and improving lead generation campaigns, measuring results
- Preparing online marketing campaigns
- Monitoring and reporting on effectiveness of marketing communications
- Managing all marketing activities for the company within the marketing function
- Executing the marketing strategy for the company in line with company objectives
- Overseeing the company's marketing budget
- Maintaining effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives
- Working closely and assisting with new product launches
- Overall responsibility for corporate identity and brand management



### Candidate Profile:

- Degree in Marketing;
- 5 years plus experience in a similar role and sector
- Readiness for next career step to play a key role in scaling the business through the marketing activities and be a valuable member of the team, continuing the growth of the business;
- B2B background, preferably in the financial sector
- Strong creative and proactive outlook
- Excellent verbal and writing skills
- Confident and dynamic personality



### Key Skills

Detail Oriented, Big Picture Thinking, Strong Written Communication, Strong Verbal Communication, Organisation Skills, Prioritising, Balance, Multitasking, Industry Experience, Decisiveness, Persuasion, Flexibility, Leadership Skills, Listening Skills, Business Acumen.



### Holidays

23 days of holidays, increasing by 1 additional day for each full calendar year of employment up to 3 years ,plus applicable statutory Bank Holidays



### Contract requirements

Applicants must have the right to live and work in the UK. Proof of fully vaccination against Covid-19 is required.



### Location- Role Specific

Office facilities in Ashford, Kent, providing a base for a combination of full-time roles and a provision for colleagues who may work from home to hot desk.

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