

## Job Profile

<b>Job Title:</b>	<b>Senior Marketing Communications Executive - Channel</b>
<b>Department:</b>	Business Development & Marketing
<b>Business / Function:</b>	Skandia Investment Group (SIG)
<b>Location:</b>	Southampton
<b>Reports To:</b>	Marketing Communications Manager
<b>Job Summary / Purpose</b>	
<ul style="list-style-type: none"> <li>• To work as part of a team to develop and manage the production of a range of marketing and communications activity to support the SIG product range.</li> <li>• This role will have specific focus on the production of high quality marketing and business development presentations and marketing collateral.</li> <li>• To help create a marketing environment focused on supporting the delivery of revenue targets by SIGs business units.</li> <li>• Support SIG's reputation for innovation and quality.</li> </ul>	
<b>FSA – Controlled Functions</b>	
N/A	
<b>Key Result Areas</b>	
<ul style="list-style-type: none"> <li>▪ Develop action plans for integrated marketing activities supporting SIG and its distribution channels.</li> <li>▪ Creation and delivery of appropriate and high quality marketing communications and sales and marketing presentations.</li> <li>▪ To ensure that compliance to regulatory requirements is met and sustained at all times.</li> <li>▪ Enhancing the customer experience of SIG.</li> </ul>	

### **Key Responsibilities**

- To work with the marketing team to support regional marketing planning and implementation of marketing activities.
- To work with the marketing team to develop and maintain a suite of regular communications and BAU materials for SIG.
- Work closely with the SIG sales and marketing team to deliver *and implement* regular tactical sales and marketing messages to the intermediary market and the Skandia sales force.
- To assist in the improvement, development and implementation of processes to manage the production of all external SIG business development & marketing presentations to ensure adherence to brand and visual identity guidelines and contribute to the creation of high quality materials.
- To manage and facilitate consistent communication messaging across various media whilst managing the content, for presentations and printed materials as required by SIG.
- Help to maintain a compliant and in-stock suite of marketing communication items and disclosure documentation for the SIG product range.
- Log, manage and monitor the compliance files to ensure compliance with all necessary regulations.
- Work to ensure that SIG's marketing budgets are adhered to and the effectiveness of spend is maximised and seek cost savings where available.
- Work as part of the team to bring new product development initiatives to market to maintain an innovative product range.
- Develop strong relationships with internal colleagues to enhance the marketing communications team's reputation for creativity.
- Provide coaching and training to other team members in own areas of expertise
- To keep up to date with SIG's key business drivers.
- To respond to ad-hoc queries and recommend solutions where possible or escalate as necessary.
- To produce and monitor schedules for the production of regular communications in consultation with the marketing team, taking responsibility for meeting deadlines.

### **Competencies: skills and abilities required for the role**

#### Required

- Significant marketing experience in an international asset management business
- In depth knowledge of the asset management industry and regulation
- In depth knowledge of investment products
- Proven ability to write and review copy content across different media
- Proven campaign and project management abilities
- Excellent communication skills
- Good investment product and markets knowledge
- Flexible outlook with the ability to perform in a pressurised environment and able to work to tight deadlines
- Excellent Powerpoint skills

#### Desirable

- Knowledge of other desk top publishing packages eg Adobe, QUARK, InDesign

**Scope/Range of the Job**

Direct Reports: 0

Total Staff: 0

**Key Contacts**

Internal:

SIG

- Investment research team and portfolio managers
- Product developers
- SIG business development staff
- Sales support staff

Group (non SIG)

- Skandia operating companies
- Other Old Mutual group companies
- IT and shared Services

External:

- Investment management firms
- Marketing and design agencies
- Distributors/clients

**Specialist Skills, Qualifications and Experience**

- A relevant marketing or business qualification is desirable but not essential.
- Experience of working within a credible investment management organisation, or similarly oriented business, is essential.