

Position Title:	Marketing Manager
Department:	Gresham House Asset Management (GHAM)
Position reports to:	Marketing Director
Location	London

Business Overview

Gresham House is a specialist alternative asset manager providing funds, direct investments and tailored investment solutions, including co-investment across a range of highly differentiated alternative investment strategies. Our expertise includes strategic public, private equity (private assets), timber, renewable energy, housing and infrastructure. We aim to deliver sustainable financial returns and we are committed to building long-term partnerships with our clients to help them achieve their financial goals.

In December 2014, a new management team led by CEO Tony Dalwood set out to transform the former property focused investment trust into a specialist alternatives asset management business. Through a combination of acquisitions and organic growth, the team is delivery on its objectives and now has 80 employees working in London, Oxford and Perth in Scotland.

The company is built around a long-term value investment philosophy and private-equity techniques, and has a core team of experienced, committed and highly capable investment and business managers with strong track records of building asset management businesses.

Role Objective

- To deliver effective marketing activity across Gresham House, as an integral member of the Marketing Team.
- To drive revenue and sales by enhancing the Gresham House brand, and the position and perception of the Group and its investment offering in the market.
- To maintain high standards for the quality of all marketing materials across all media and ensure all Group marketing is consistent with the brand and on message.
- To have a particular focus on the Group's open-ended equity funds, designing and managing campaigns and working closely with the Wholesale Distribution Team to raise AUM for these funds.

Key Responsibilities / Accountabilities

Marketing collateral - maintain high standards of all marketing material produced (traditional and digital), to ensure branding, formatting and content fits with the Group's brand guidelines; maintenance and creation of branded templates in varied media formats; factsheet and presentation production; understanding and management of regulatory compliance and financial promotion sign-off procedures; maintenance of the Group's 'slide library'.

Marketing campaigns - assist in the content creation and delivery of effective standard and ad hoc communication campaigns that incorporate the use of email, print, social media, website, events and external publications as appropriate. Ensure all marketing communications are consistent in message, tone of voice, are impactful and of the highest standards.

Written content - work with product specialists to develop scheduled and themed thought pieces; design impactful presentations; develop product / company brochures, scripts for fund manager video updates and webinars.

PR - work closely with agency counterparties to create, develop and deliver prominent and targeted PR campaigns around product updates, launches, deal announcements; monitor external press and the Group's presence in the media.

Award submissions - assist with creation and drafting of awards submissions

Events - manage design and delivery of Group and investment product events, including budget proposals and preparation for Senior Management teams.

Counterparties - liaise with internal and external partners, including legal and compliance, graphic designers, printers, web developers, creative agencies, to execute tactical marketing and communications initiatives.

KPIs and data analysis - monitor effectiveness of communications across all media including website analytics and social media statistics, to evaluate activity and strategy effectiveness; ensure marketing activity is measured, tracked and reported within the Group, and a joined-up approach is taken in terms of data analytics, distribution, client services, marketing and content

Key Internal Relationships

- Marketing Team
- Distribution Team
- Fund Investment Teams
- COO/CTO

Skills & Experience

- Experience of marketing within asset management businesses
- Strong communication and interpersonal skills
- Excellent written English
- Strong organisational and time management skills
- Very high attention to detail
- Experience in and knowledge of the investment management industry
- IT experience, proficient in MS Office, particularly PowerPoint, InDesign and Adobe Acrobat

Personal Attributes

- Creative and motivated
- Confident
- Adaptable to changing situations and circumstances
- Driven and determination, results focused
- Shows commitment - to the business, the task in hand, the executive team and staff generally
- Seeks 'buy-in' from all parties
- High standards of integrity
- Self-aware and self-critical - knows own deficiencies and addresses them; can accept criticism from others
- A team player, gives credit to others and seeks and values their opinions
- Trusted by others - is honest in all dealings
- Enjoy working in a fast-paced environment and with a hands-on approach to driving current and new business and delivering results