

## Job description

<b>Position title</b>	Marketing Associate
<b>Position reports to</b>	Marketing Director
<b>Package</b>	TBC (Competitive)
<b>Location</b>	London

### Business overview

Gresham House is a specialist alternative asset management group, dedicated to sustainable investments across a range of strategies, with expertise across forestry, housing, infrastructure, renewable energy and battery storage, public and private equity.

Our origins stretch back to 1857, while our focus is on the future and the long term. Quoted on the London Stock Exchange (GHE:LN) we actively manage assets on behalf of institutions, family offices, charities and endowments, private individuals and their advisers. We act responsibly within a culture of empowerment that encourages individual flair and entrepreneurial thinking.

As a signatory to the UN-supported Principles for Responsible Investment (PRI), our vision is to always make a positive social or environmental impact, while delivering on our commitments to shareholders, employees and investors.



<sup>1</sup>As at 31 December 2020

### Role objective

Gresham House's growing marketing team are looking for an Associate-level marketer to assist in progressing the brand to the next level as the company seeks to establish itself as a leader in sustainable alternative asset management.

The Marketing Associate will help to deliver effective marketing activity, acting as an integral member of the team. The role will cover marketing communications (presentations, emails, factsheets, commentaries), digital marketing and marketing operations (website updates, webinars, CRM, marketing lists, enquiries), with the end goal of driving revenue and sales by enhancing the brand and our position / perception in the market.

You will maintain high standards for the quality of marketing materials across all media, ensuring brand and messaging consistency. You will also maintain and monitor the Group's on and off line profiles via websites and social media channels, to raise brand awareness and communicate effectively with shareholders, investors and clients.

### Key responsibilities / accountabilities

**Digital** - assist in the delivery of the Group's online marketing strategy, including:

- *Website* - maintenance, development and updating of the group's websites, ensuring the content is up to date and relevant; optimisation for electronic devices, taking into account client user experience and effectiveness; awareness of the Group's target investor base for each investment strategy and tailor product specific communications; being up to speed on market and industry changes, including competitor activity, to ensure Gresham House is forward-thinking in its communication strategies
- *Webinars* - managing our webinar platforms to deliver easily accessed content.; creating, maintaining a calendar of activity, managing the end-to-end processes for each webinar from initiation, to invitation and reminder emails, managing the live events as well as follow-up emails and making the webinars available on the website; providing pre and post reporting and analytics to provide to stakeholders in the business
- *Social media* - effective and timely delivery of planned social media content strategy across Group channels (current and planned), ensuring regular dissemination of pre-planned high-quality content, consistent in its messaging, and on brand
- *KPI monitoring* - using Google Analytics and social media statistics to evaluate online activity and strategy effectiveness and taking proactive steps to improve and address as required; ensuring marketing activity is measured, tracked and reported within the Group; managing and monitoring an active SEO programme 'on-page' and 'off-page' to improve online visibility

**Marketing collateral** - maintain high standards of all marketing material produced (traditional and digital), to ensure branding, formatting and content is on brand; maintenance and creation of correct 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 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.

**CRM / Distribution** - ensure marketing lists for the Group's CRM system are accurately created, are maintained, updated and effectively utilised; working closely to support distribution sales teams.

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

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

### Key skills and experience

- Experience of marketing within asset management businesses / financial services
- Highly proficient in MS Office (particularly PowerPoint) and Adobe Suite (particularly InDesign)
- CMS systems experience, particularly WordPress. Knowledge of HTML desirable
- Very high attention to detail
- Strong communication and interpersonal skills
- Strong organisational and time management skills
- Experience in / knowledge of the investment management industry
- Excellent written English
- Email marketing software, particularly MailChimp
- Experience of webinar platforms including Zoom and Teams
- Project management system experience desirable

### Personal attributes

- Creative and motivated
- Confident
- Adaptable to changing situations and circumstances
- Drive 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
- Has high standards of integrity, is trusted by others and is honest in all dealings
- Is self-aware and self-critical - knows their deficiencies and addresses them; can accept criticism from others
- Is a team player, gives credit to others and seeks and values their opinions
- Enjoy working in a fast-paced environment and with a hands-on approach to driving current and new business and delivering results

### Key internal relationships

- Marketing team members
- COO/CTO
- Distribution team
- Investment teams

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