

JOB DESCRIPTION – MARKETING EXECUTIVE			
Job Title:	Marketing Executive		
Reports to:	Business and Development Director		
Department:	Marketing		
Location:	Manchester City Centre	Date of Job Description	January 2020
Purpose of the role:	To oversee the Marketing function for the company – delivering a first-class marketing service.		
Key Duties	<p>General Administration</p> <ul style="list-style-type: none"> • Ensure adhere to a clear desk policy and work is locked away for GDPR purposes. • Ensure represents the company in a professional manner, not limited too but answering the telephone professionally and speaking to third parties <p>Supervisory</p> <ul style="list-style-type: none"> • Manage the budget to for marketing purposes <ul style="list-style-type: none"> - Agree budget with MD and BD on an annual basis - Allocate fixed annual commitments per marketing function - Monthly update on a rolling year to date basis on where we are expenditure wise to budget • Create and implement a marketing strategy for company including brand guidelines <ul style="list-style-type: none"> - Marketing strategy document presented to EMG (Executive Management Group) • Provide monthly marketing report to BD for EMG to include <ul style="list-style-type: none"> - GPDR mailing list - Website - PR - Events <p>Pareto Branding</p> <ul style="list-style-type: none"> • Understand and improve Pareto brand awareness through marketing strategies • Existing clients <ul style="list-style-type: none"> - Brand all client facing documents - Integrate CRM with our client back office, Intelligent Office - Increase and manage our client mailing list and send a monthly email using email software - Introduce adviser insights to be shared with clients across our channels. • Corporate clients <ul style="list-style-type: none"> - Brand all client facing documents - Introduce adviser insights to be shared with clients across our channels. • Introducers <ul style="list-style-type: none"> - Build relationships to develop existing partnerships - Work on joint events/marketing campaigns - Use social media to enhance brand awareness • Manage corporate sponsorships. • Increase new business revenue from social media/joint events/ direct from website 		

<p>Key Duties Cont'd</p>	<p>Digital Marketing</p> <ul style="list-style-type: none"> • Updating the corporate website, blog and any other related digital channels using the CMS system • Working closely with Pareto's website agency • Managing Pareto's social media channels to encourage customers to the website and raise the firm's profile further • Usage of online graphics tools to support digital media output when required <p>Monitoring and reporting on the performance of digital marketing campaigns</p> <p>General Marketing</p> <ul style="list-style-type: none"> • Supervise and deliver innovative campaigns to deliver growth • Produce creative content for all marketing campaigns • Complete and enter relevant industry awards • Promote Pareto within local business press <p>Corporate Events</p> <ul style="list-style-type: none"> • Assist with the organisation of annual client and corporate events • Liaise with partner firms to assist and organise co-hosted events including ensuring we have sufficient attendees • Manage attendance, seminar registrations and liaise with venues. Attend all events • Managing mailing lists, using a CRM system to keep contacts up to date and as well as being aware of GDPT implications • Manage marketing materials for all events <p>Internal Events</p> <ul style="list-style-type: none"> • Responsibility for assisting with the organisation for staff social events. Working and chairing the social committee • Choose, communicate, work and liaise with our charity of the year. Arranging internal and external promotion to raise donations • Promote Cultures and Values both internally and externally <p>FCA UNDERSTANDING & COMPLIANCE PROCEDURES</p> <ul style="list-style-type: none"> • Ensure all financial promotions are FCA compliant and logged accordingly <p>THE SENIOR MANAGER & CERTIFICATION REGIME (SM&CR) – CONDUCT RULES</p> <p>First Tier – <u>Individual Conduct Rules</u></p> <ol style="list-style-type: none"> 1. You must act with integrity. 2. You must act with due care, skill and diligence. 3. You must be open and cooperative with the FCA, the PRA and other regulators. 4. You must pay due regard to the interests of customers and treat them fairly. 5. You must observe proper standards of market conduct.
<p>General Duties</p>	<ul style="list-style-type: none"> • Adhere to Company H&S policy. • Adhere to Company Procedure and Policies at all times. • Represent the company in a professional manner at all time. • Any other duties as and when required by the Company.
<p>Skills & Experience</p>	<ul style="list-style-type: none"> • Proven experience in a Marketing Role encompassing all key areas of Marketing, such as but not limited to; Digital, Event Organisation and Brand Awareness. • Marketing qualification preferable but not essential • Excellent knowledge of social media and previous experience in online marketing • Experience organising and managing corporate events. • Ability to work to strict guidelines. • Good Communication skills. • Excellent interpersonal skills, both oral and written. • Confident and self-assured with a positive approach to change, ability to remain calm and work well under pressure • Good planning and organisational skills, with the ability to organise and prioritise workloads. • Proactive and flexible in their approach to work and willing to go the extra mile.

Education / Qualifications:	<ul style="list-style-type: none"> • GCSE English and Maths (or equivalent)
Reward Package	<ul style="list-style-type: none"> • Competitive Salary • 35 hours per week • 25 days holiday plus Bank Holidays. • Loyalty holidays with continued service. • Birthday holiday • Christmas Closure (need to retain 3 days from allowance) • Quarterly Bonus Scheme • Perkbox Scheme • Pension • Private Medical Insurance • Life Assurance • Fully funded company social events – summer and winter • Generous Study/Training Program • Personal Development Plan; Quarterly 1:1 meetings and Annual Appraisal System
The Company	<ul style="list-style-type: none"> • Pareto Financial Planning Limited was founded in 2008 and are an award-winning firm of independent financial advisers (IFAS), with an established reputation for dealing in all areas of financial planning. • Winner of The Talk of Manchester Business Awards – Best IFA • We value our people; now employing 52 people – recently boosted its turnover to over £4 million. This has led to new clients and total funds under influence being more than £750 million. • Company growth is 20% year on year. • Training Academy ethos for those that want to develop their career. Company provides an excellent In-House training program for you to progress your career including a generous study scheme and Personal Development Plan. • Great atmosphere, team spirit and thoroughly enjoyable working environment. • Organised social events calendar for all who want to participate. • Good work/life balance structure in place. • Dedicated to various charities throughout North West.
To Apply	<ul style="list-style-type: none"> • Internally – Internal Application Form to HR • Externally – CV to careers@paretofp.co.uk