



Mirabaud is an international banking group that provides a clientele of private and institutional investors, companies and finance professionals with highly customised investment, private banking and asset management services.

Headquartered in Geneva, Mirabaud has evolved steadily over the years and now employs over 700 staff who, through their experience and expertise, perpetuate the entrepreneurial spirit that has guided the bank since its foundation in 1819. The Group now conducts its **Wealth Management, Asset Management and Securities** businesses in the main financial centres around the globe and has offices in Switzerland, the UK, Luxembourg, France, Spain, Italy, Canada, the United Arab Emirates, Brazil and Uruguay.

Our Sales & Marketing team within Asset management is looking to add:

Channel Marketing Manager

The role will be responsible for planning and executing multi-channel campaigns in line with business objectives to create brand awareness, product nurturing and supporting key distribution initiatives in line with client needs.

Location: London

Main Responsibilities:

- Plan, coordinate and deliver multi-channel marketing campaigns in to support our business priorities across key products and markets;
- Activate the full campaign mix encompassing (as required but not limited to) events, advertising, content marketing, third party website updates, webinars and podcast;
- Plan and execute, alongside distribution colleagues, our regional calendar of internal and third party events - ensuring our events are well promoted through email and ancillary opportunities; creating tailored collateral for the audience that helps to differentiate our products while adhering to the corporate Mirabaud Asset Management brand;
- Set up and track robust measurement and tangible reporting on marketing efforts;
- Build a strong partnership with our investment teams to ensure we are bringing captivating campaigns that reflect our broad and innovative product range;
- Budget prioritisation and tracking to ensure that marketing efforts are spent in the right areas and deadlines are met;
- Ensure marketing materials, collateral and assets, are best in class and meet all regulatory requirements. Manage roster of translation agencies and related budgets.

Product Knowledge

- Be well-versed in the tactical and strategic direction of Mirabaud's portfolio management teams and broader corporate agenda;
- Good understanding of the asset management industry and key client segments and their relevant media consumption habits;
- Understand the power of reputation and intermediated brand building.



Statistics & Analysis

- Access and working knowledge of key product data metrics
- Undertake and track competitor press activity

Portfolio Management

- Support local portfolio management and sales team with regard to ad hoc requests;

Project Management

- Project managing the implementation of the new systems;
- Responsible for managing the overall budget for the project, with ultimate sign-off by your Report.

Candidate's Experience, Knowledge & Qualifications:

- Educated to at least degree level or equivalent experience;
- Industry Experience: At least 5 years in a similar role working across European Financial campaigns;
- Stakeholder Management: Ability to manage a variety of stakeholders to assess and prioritise their requests to support the business goals;
- Communication: Ensure stakeholders and wider teams are consulted and informed as necessary;
- Advertising/Media Booking: Negotiation of contracts and ROI analysis;
- Marketing knowledge: Must have an appreciation for the best collateral format for a piece of content or channel;
- Ability to work under pressure; managing multiple projects while producing quality work with attention to detail;
- Strong communication skills, verbal and written, with ability to interact with various management levels and internal clients in a complex work environment, including internal clients at remote sites
- Detail-oriented with excellent organization and project management skills;
- Self-motivated with the ability to prioritize and execute tasks to meet strict deadlines;
- A well-organized and self-directed individual who is able to work with minimal amount of supervision
- Open and adaptable to change;
- Strong analytical skills and ability to spot inaccurate or inconsistent data;
- An entrepreneurial spirit along with a strong sense of ownership;
- Capability to efficiently complete tasks in a fast paced environment;
- Ability to work both independently and within a team as required
- Honesty, Integrity and Financial Soundness;
- PC proficient, particularly in Adobe and Microsoft Office applications, including Word, Excel and PowerPoint.

Mirabaud Group is an Equal Opportunity Employer.

If you are interested in this role, please send your application via email to the following address:

recrutement@mirabaud.com

If you would like to **pursue a career within the Mirabaud Group**, please send us your CV to the same email address.

