



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:

Marketing Content Manager

The Content Manager, will have the responsibility of owning, developing and evolving corporate and product messaging across digital and print marketing collateral.

Location: London

Main Responsibilities:

- Scoping and writing – often from scratch – the core literature suite as defined in collaboration with the marketing and distribution teams, including agreed campaigns and areas of focus;
- The generation of investment thought leadership, outlooks, fund and market commentary, newsletters as defined by the editorial calendar that supports key corporate objectives;
- Planning and managing the delivery of video and audio investment updates, commentary and capability positioning, using new recording and distribution technologies where relevant;
- Working closely with graphic designers to articulate investment-related concepts in innovative, attractive and engaging ways, ensuring that projects are delivered from concept to completion;
- Central co-ordination and control developing appealing story ideas, campaigns for corporate communication initiatives to create excellent brand awareness;
- Researching and developing creative and interesting material suited to support the asset management audience;
- Keeping abreast of key industry issues likely to impact products and clients.

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 media 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:

- A background in Financial Services;
- An experienced and knowledgeable investment writer who will be responsible for planning, developing and delivering the content with a high level of autonomy and ensuring that new innovations are leveraged by the firm to maximize the effectiveness and value of our communications amongst our target market;
- The individual will have a proven track record of quickly building trusting and effective working relationships with senior investors and a range of audiences;
- Financial services experience is essential, asset management knowledge would be ideal;
- Proven in-house/agency media relations or journalism background;
- Excellent writing, analytical and stakeholder management skills;
- Innovative idea generation and ability to multi-task;
- Educated to at least degree level or equivalent experience;
- 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.