



**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:

## Digital Marketing Manager

*The Digital Manager, will have the responsibility of managing key digital marketing touchpoints, including website, email and leadscore, as well as integrating into the wider digital ecosystem encompassing CRM, and other platforms.*

**Location: London**

### **Main Responsibilities:**

- Design, execute and manage the digital marketing strategy and platforms within the organization;
- Develop, implement and track all digital marketing campaigns across all digital channels, including website, CRM, email and social media accounts, according to the firm's guidelines;
- Be the main responsible to manage the website and implement the digital strategy across SEO, PPC, keywords, adwords, Google Tag Manager, etc.;
- Implement the monthly promotion of funds and events via our website and other digital channels;
- Implement leadscore platform and understand how to use this to best effect to improve the user experience and functionality of the website;
- Support the wider marketing team in carrying out the creation and distribution of HTML email campaigns via email and CRM system ensuring that all processes including GDPR are adhered to;
- Work with the marketing team to ensure that all information published on web portals is current and not in breach of any financial promotions regulations;
- Create registration pages and email invites for events including email confirmations of registration, pre and post email follow ups and creation of content;
- Project manage and assist in the delivery and design of digital campaign assets including campaign pages, social content, video, audio and email;
- Own relationships with other digital executives within adviser strategic partner networks to facilitate the creation and maintenance of joint microsites and/or web presence within brand guidelines and within financial promotions regulations.
- Ability to optimise written content across digital channels for on-screen readability and SEO.
- Problem-solving and analytical skills - interpreting and leveraging data insights for constantly enhancing customer experience in three verticals: design, content and data/intelligence.



- Support development of benchmarks and regular reporting to monitor and optimise performance of digital activities to help generate high quality traffic and improve engagement
- Support the marketing team to plan and create content for organic and paid social media channels, aligned with our overall content strategy (LinkedIn and Twitter).
- Data-driven mindset and an aptitude for technology - lead initiatives pertaining to marketing technology and data integration towards design excellence, an optimized content framework underpinned by data and analytics.

### **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:**

- Educated to at least degree level or equivalent experience;
- Graduate with 5 years' experience in digital marketing (ideally in asset management or financial services);
- Demonstrable understanding and capability in using lead score platforms;
- Experience of utilising social channels especially LinkedIn and Twitter as part of a wider campaign (paid or not);
- Good understanding of SEO principles when presented with raw copy and applying these to create engaging digital content;
- Good understanding of Google Analytics and reporting tools;
- Experience on delivering end-to-end customer experience across stages, channels and touchpoints in the customer journey;
- The role requires a disciplined self-starter but allows the successful individual considerable responsibility and the scope to develop a key position within the European distribution team;
- Experience in Integrate campaigns with the CRM system and to interpret marketing campaign reports and metrics;
- Experience in marketing-developing messaging for digital marketing activities;
- Strong communication and interpersonal skills, with solid experience of digital marketing;



- 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](mailto: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.