

Role Profile

Role	Marketing Executive, Private Companies Group
Reporting to	Senior Marketing Manager, Private Companies Group
Team	Marketing
Key relationships	<ul style="list-style-type: none"> • Business stakeholders in the Private Companies Group • Segment Marketing Team for Private Companies • Campaign Management Team, especially campaign planners, specialists in comms, social media and website • Brand Team • Performance and Analytics Team
Regulatory status	Certified Person (CP): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If CP, please confirm: (i) The type of certified function(s) performed For guidance see Role Profile – help with defining Certified Persons	Please tick as many as applicable: <ul style="list-style-type: none"> Material Risk Taker (MRT) <input type="checkbox"/> Client-dealing function <input type="checkbox"/> Function requiring qualification <input type="checkbox"/> Supervisor/manager of a CP <input type="checkbox"/>
(ii) Mandatory professional qualifications and exams (required for the role)	(ii) Mandatory professional qualifications and exams required under the FCA T&C rules or prescribed by IBP (please state N/A if no qualifications/exams are required for this role): N/A
Description of role and key responsibilities	<p>This role sits within a fast-paced, experienced and focused business marketing team. It's responsible for delivering the roll out of marketing activity across channels to enable the team to reach its targets.</p> <p>This role is a perfect match for a highly organised individual to gain wide experience in financial services marketing and play a crucial role in delivering results to the business. We're looking for someone who will take pride in executing great marketing activity, on time and within budget, and loves the action of delivering many campaigns to different clients simultaneously.</p> <p>You'll be working with a wide range of experienced marketing professionals, get great exposure to an interesting and complex banking business and partner with a diverse team to get great results.</p> <p>Core responsibilities include:</p> <ul style="list-style-type: none"> ▪ Supporting the team to roll out marketing campaigns and initiatives, bringing campaign plans to life and ensuring delivery of individual aspects of a campaign, both on time and within budget ▪ Create high impact assets (working with existing templates) specifically for email marketing and on social media, partnering with



	<p>channel experts and guaranteeing all marketing materials and assets meet campaign deadlines and governance processes</p> <ul style="list-style-type: none"> ▪ Make tactical improvements to our website, working with the digital and IA teams to strengthen the value of this channel ▪ Support data management for marketing activities, leveraging marketing performance data, insights from our CRM tool and other sources to simplify processes and ensure accuracy of targeting our clients ▪ Support the team on project management of campaigns and any administration required on contracts, invoices and agreement ▪ Support the roll out of Investec's new corporate identity, ensuring client-facing materials are impressive and accurately reflect the brand ▪ Interact with Investec's agencies responsible for design, social media, client gifting and other areas of expertise, to secure the right assets to support marketing campaigns ▪ Enable effective monthly reporting of the impact of campaigns, securing relevant data and insights and distributing to stakeholders
<p>Core skills and knowledge</p>	<p>Technical skill set:</p> <ul style="list-style-type: none"> • Highly effective planning, organisational and project management skills • Strong attention to detail that prevents issues arising, identifies problems and finds solutions • Ability to work on multiple projects concurrently across a wide range of campaigns with different stakeholders • Collaborative attitude that thrives and works well with other members of the team and enjoys learning quickly from others • Keen interest in corporate banking, SMEs and family/founder-led businesses and strong desire to build a career in marketing in the B2B side of banking • Experience in a marketing discipline (events management, PR, agency work, digital marketing, etc.) • Strong verbal and written communication skills <p>Behavioural Skill Set:</p> <ul style="list-style-type: none"> • High level of professionalism, initiative, tenacity and self awareness • Genuine enjoyment derived from being constantly busy and with the initiative to find efficiencies and improve performance • Strong collaboration and team work skills, within immediate team as well as across other business divisions



	<ul style="list-style-type: none"> • Able to work to tight deadlines and under pressure • Positive and enthusiastic approach • Curiosity, agility and a desire to solve problems • To act with integrity at all times and embrace the philosophy of treating our customers fairly (compulsory) • Regulatory Knowledge as applicable to role (compulsory)
<p>Any other attributes that would be helpful, but not essential for the role.</p>	<p>2-3 years experience in banking or a B2B sector. Creative, media or agency experience to manage multiple competing projects concurrently.</p>

We agree that this document accurately reflects the key responsibilities and associated skills, knowledge and attributes required for<insert name> to perform this role at this time. We acknowledge that it is our responsibility to up date this profile as things change.

Manager's signature Date

Employee's signature Date