



Role	Segment Marketing Manager [Asset Finance Group & Mann Island]
Reporting to	Marketing Director, Corporate & Institutional Bank
Team	Marketing
Key relationships	<ul style="list-style-type: none"> <li>▪ Business stakeholders for the Asset Finance Group, Mann Island Finance and wider Private Companies Group</li> <li>▪ Segment Marketing Team for Corporate &amp; Institutional Bank (including Private Companies, Private Equity, Listed Companies and Specialist Sectors)</li> <li>▪ Campaign Management Team</li> <li>▪ Brand Activation Team</li> <li>▪ Performance and Analytics Team</li> <li>▪ Private Client Marketing Team</li> <li>▪ Creative, strategy, design and digital agencies and freelancers</li> </ul>
Description of role and key responsibilities	<p>This role sits within the Segment Marketing Team and is responsible for supporting the Asset Finance Group and Mann Island businesses within our Private Companies client group. The role creates and delivers the marketing activity to generate leads, acquire clients and retain and reacquire clients for these businesses.</p> <ol style="list-style-type: none"> <li>1. Create high impact marketing plans that make a valued contribution to business objectives and focus on driving acquisition, engagement and retention as required by the individual businesses, leveraging the Investec brand and wider client base as relevant</li> <li>2. Build strong relationships with business stakeholders to constantly improve your understanding of the market opportunity and client needs, to engender collaboration and buy-in to your marketing plans, balanced with deft negotiation skills and powers of influence and persuasion</li> <li>3. Implement marketing plans partnering with colleagues in the marketing team where needed, for timely delivery of high impact and creative campaigns, analysing performance data to identify campaign optimisations</li> <li>4. Create and distribute client communications to support the sales process, including broker communications, policy updates, short-term sales incentives, client gifts and campaigns</li> <li>5. Develop marketing assets, thought leadership and case studies for use in PR, client communications, trade publication awards and across online channels</li> <li>6. Be a valued and respected member of the team, contributing to team dialogue, priority projects and workstreams that benefit UK Marketing, investing time in training and developing of yourself and others</li> <li>7. Building and adding value to Investec's brand, protecting it and finding ways to improve awareness</li> </ol>



	<p>8. Report on results and progress against plans, for each activity within plan and against budget on a monthly and quarterly basis (as a minimum) and as required</p> <p>9. Manage the marketing budget for the businesses to ensure maximum ROI, including reporting on ROI and on utilisation back to the business</p>
Approved Person Status	
Core Skills and Knowledge	<p><b>Technical Skill Set:</b></p> <ul style="list-style-type: none"> <li>• Strong, creative and relevant marketing skills and experience (4-5 years) in identifying, leading and delivering results-driven campaigns, ideally in a B2B environment for institutional clients</li> <li>• Keen interest in and aptitude for understanding Investec's products and services, specifically in the Asset Finance and Mann Island businesses, as well as reasonable understanding of the wider market environment our corporate and investment banking clients exist in</li> <li>• Ability to manage and deliver multiple campaigns and projects, both directly and through agencies and the wider Marketing Team</li> <li>• Strong understanding of the mix of marketing channels available to deliver results</li> <li>• Experience using market insights, business results, competitor insight and client analytics to take a strategic approach to determine the most effective plans</li> <li>• Some experience and the ability to leverage the MarTech tools required to deliver and optimise your marketing campaigns, (eg: DotMailer, CRM, PowerBI, etc.)</li> <li>• Strong time management and prioritisation skills</li> <li>• Strong attention to detail and focus on delivering a high standard of work at all times</li> </ul> <p><b>Behavioural Skill Set:</b></p> <ul style="list-style-type: none"> <li>• High level of professionalism initiative, tenacity and self-awareness</li> <li>• Strong stakeholder management skills to build productive relationships with business decision makers, the ability to persuade and influence people, negotiate and resolve challenging relationships</li> <li>• Desire to partner with colleagues, agencies and vendors to create high quality marketing outcomes</li> <li>• Excellent communication skills and a honed ability to influence others</li> <li>• Positive and enthusiastic approach and desire to be a valuable and respected member of the immediate team and the wider marketing team</li> </ul>



	<ul style="list-style-type: none"><li>• Growth mind-set and strategic thinker</li><li>• Curiosity, a desire to solve problems and ability to be agile in change</li><li>• To act with integrity at all times and embrace the philosophy of treating our customers fairly (compulsory)</li><li>• Regulatory Knowledge as applicable to role (compulsory)</li></ul>
Any other attributes that would be helpful, but not essential for the role.	<b>Any other attributes that would be helpful, but not essential for the role.</b> Previous experience in corporate banking is desirable, specifically with an understanding of the asset finance business.

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

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Line Manager's signature      Date

\_\_\_\_\_  
Employee's signature      Date