



Director of Marketing

Role Definition



About Us

At EV, we passionately believe our greatest assets are our talent and pride ourselves on attracting, developing, and engaging the best talent.

Every day, we bring collaboration, creativity, innovation, and passion that delivers better financial outcomes to all. We're a fast-paced, growing fintech that connects and empowers our clients with intuitive, customer-centric advice and guidance software and investment solutions.

And we're on the hunt for talented individuals that are forward-thinking, driven, and ready to make a real difference. Ready to write your next chapter with us? Then become part of the EV story.

We are EV. Join us today.

The benefits of joining our exciting team

As well as offering fantastic opportunities for career progression once established in your role, you will be joining a friendly and relaxed working environment where you will be continuously supported and encouraged to reach your full potential. We have an open culture where you are encouraged to find and fix problems and not to pass them on to some other team. We are a great environment for makers and builders.

Sound like you?

We have fantastic benefits, including

- 25 days annual leave, bank holidays, one extra 'company day' for Christmas plus the option to buy a further five days annual leave
- Generous company pension scheme – up to 10% employer contribution
- Bonus (discretionary)
- Private medical
- Fully qualified Mental Health First Aiders
- Long term disability and Life Insurance
- Study support policy
- Free parking
- A huge range of free hot and cold drinks
- Excellent fully funded company events
- Weekly yogalates classes (on return to office)
- Company football team and Table Tennis team (on return to office)
- Poker nights with pizza! (on return to office)
- The opportunity to support local charities through fundraising events organised throughout the year

Director of Marketing



Key responsibilities

The role of Director of Marketing is ideal for an experienced marketer who is passionate about planning and executing lead generation campaigns to support key initiatives. In this role, you will collaborate across our field and product organisation to create, plan and execute successful marketing campaigns to help us execute our strategies and meet our business goals. This role calls for strong organisational and execution skills, attention to detail and a keen appreciation for the importance of setting objectives and metrics, activity tracking, analysis and reporting.

- **Role & Responsibility:**

- Manage the existing Marketing team and develop a structure for success, building on a strong brand and market-leading position.
- Develop a clear plan across marketing including digital, design, content, events, social media, research, and marketing operations.
- Represent the business at key industry events and build a marketing roadmap to be representative of EV's market position.
- Work with agencies and journalists to promote EV's knowledge and 'know-how' within the financial industry.
- Plans include, but are not limited to, digital SEO, email campaigns, direct mail, webinars, and sales call out campaigns.
- Lead generation programs - design and execute regional marketing campaigns to suit advice, investments, wealth management, insurance segments for new business and customer campaigns for retention and upsell opportunities, across Digital, Advisory, Guidance and Modelling solutions.
- Inbound marketing campaigns - plan and manage the requirements for 3rd party content syndication campaigns, managing lead nurturing programs and other digital campaigns together with corporate marketing.
- Reporting - track, measure and provide weekly reports of progress made, inbound and outbound response rates, contribution to pipeline and ROI.
- Collaborate with the sales, subject matter experts and propositions across the organisation to share best practices.
- Setting, planning and working within a budget.

Requirements:

- 7-10 years' marketing experience in/knowledge of the financial services industry in a marketing manager position
- Proven ability to design, develop, and implement high touch b2b marketing strategies.
- Proven experience in working cross-functionally within an organisation.
- Highly developed communication and interpersonal skills.
- Strong grasp of marketing automation, preferably but not limited to Hubspot.
- Proficiency with Microsoft Office Suite (Excel, PowerPoint, Word).
- A great team player, enthusiastic and proactive.



- Social media and integrated campaign skills/ experience are of additional interest.
- Strong project management skills.
- Demonstrated budget management and resource planning experience.
- Superior interpersonal, communication, and presentation skills.
- Excellent English language skills

If you want to be part of a business that is looking to shape the future of financial services, contact us today!

