

Role specification.

Role Title: Head of Marketing

Region(s)	Head Office (Manchester Green)
Reports to	CEO
Contact	hr@assetzcapital.co.uk
Salary	Dependent on experience plus benefits

Who are we?

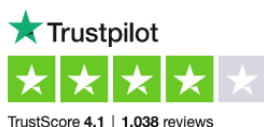
There's always a light-bulb moment behind every great idea - and so it was with us.

Back in 2011, we were in the middle of the global financial crisis and bank funding for businesses had pretty much dried up, particularly for anything property related. At the same time banks had slashed rates on some accounts to near zero and people were struggling to get any kind of fair return on their money. Times were hard.

We launched Assetz Capital in 2013 and since then our marketplace has become a simple and fair way to invest and borrow. We've lent well over £1bn to businesses and property developers and we've paid over £100m of gross interest to our investors, many of them retail investors investing some savings. Together, we're having a huge impact, funding the house building of around 1 in every 100 new build homes in the last couple of years and also supporting many other types of businesses from manufacturers to care homes and wholesalers to hotels.

In both 2018 and 2019, Assetz Capital was recognised as one of the UK's top 100 fastest-growing technology companies in the Sunday Times Tech Track 100.

In 2020, Assetz Capital was also approved for accreditation as a lender under the Coronavirus Business Interruption Loan Scheme (CBILS) by British Business Bank., the government backed loan scheme to help the economy through Covid-19 and in 2021 we became approved for accreditation as a lender under the Recovery Loan Scheme (RLS) again by the British Business Bank, the government backed load scheme to help businesses access finance as they recover and grow following Covid-19.



Role Purpose

Heading up our Marketing team based in Manchester you will be working for one of the most popular business lending and investment platforms in the UK.

We are looking for a Head of Marketing with strong analytical, strategic and project management skills. You will be required to work closely with the CEO to help design and execute marketing strategy and produce management information through your team. In this role you will be guiding and directing the marketing team to work on a full range of exciting projects, including; branding, major website overhauls, events, email marketing, digital marketing and design.

Communicating more about our purpose and impact to all of our stakeholders including investors, borrowers, brokers, colleagues and even Government is one of the key objectives.

Your experience and background could well be property backed lending and with a deep knowledge of the broker and lender world, and that would be most helpful, but your overall skills will be managing and delivering all of the marketing needs of an ambitious company, through a great marketing team.

Responsibilities

Team

- Provide leadership, mentoring, coaching, line management and direction to the marketing team, including career progression and succession planning through delegation and training.
- Monitor and improve the quality of output from the wider marketing team.
- Ensure all elements of the marketing team have great strategies and plans to execute and to track that execution.

Borrower/ Broker

- Work with National Commercial Director to create a marketing strategy to support origination of secured lending enquiries in line with business objectives.
- Monitor day-to-day performance of all Borrower marketing activity, escalating potential issues to the relevant leadership group members or CEO where appropriate.
- Build a competitor database of lenders targeting our type of borrowers so that we understand our competitors in a more quantitative way. Including market changes, consumer trends and competitor activity.
- Agree a marketing budget with finance and regularly monitoring spend to operate effectively within budget.

Lender/ Retail Investor

- Oversee and lead lender promotional activity to our 20,000 retail investors with £hundreds of millions to invest and help attract even more investors from the 300,000 pool of experienced investors in our type of product.
- Manage the existing marketing schemes and innovate new activity to meet the funding requirements of the business.
- Monitor the day-to-day performance of all Lender marketing activity, escalating potential issues to the relevant leadership group members or CEO where appropriate.
- Set out the monthly communications plan for the marketing team based on business requirements.

- Build a competitor database of other relevant retail investment platforms targeting our type of investors so that we understand our competitors in a more quantitative way. Including market changes, consumer trends and competitor activity.

Internal

- Deliver a number of internal and external events including conferences, breakfast briefings etc.
- Manage all Internal communications, ensuring colleagues receive important business updates in a consistent, branded and timely manner.
- Internal comms support for the HR team on initiatives such as Assetz Academy, and others business functions to help improve information flow and consistency.
- Embed the company values into all aspects of life at Assetz Capital and communicate them externally where appropriate.

General

- Design and production of KPI reports for both B2B and B2C marketing activity.
- Protect and maintain the brand across the company and all marketing communications to ensure our message look and feel are consistent to the Assetz Capital brand.
- Website ownership, management and continuous development to enhance performance.
- Support the CEO in all external comms to lenders, borrowers, brokers and other stakeholders
- Assist the CEO with group projects.
- Work with 3rd party agencies with digital marketing activity, following internal processes.
- Help coordinate charitable initiatives and projects to align with brand and general promotional awareness.
- Chair the social committee and encourage innovative initiatives to promote satisfaction and wellbeing, helping to attract and retain talented individuals.

Skills, knowledge and Experience

- Educated to degree level in a marketing or communications related subject
- A relevant marketing qualification (such as CIM) would be desirable
- A minimum of 3 years marketing experience at a Head of level in a similar role
- Deep experience of the secured lending market would be ideal
- Strong content and copywriting skills
- Outstanding leadership, interpersonal and communication skills
- Well organized, with the ability to multi-task and think “outside of the box”
- An understanding of online and offline B2B marketing campaigns with a full understanding of the marketing mix
- Fully conversant with Microsoft Excel
- Strong analytical and reporting skills
- Experience within a FCA (or similar) regulated environment would be desirable

Benefits

- 25 days holiday, rising to 27, plus statutory bank/public holidays
- Birthday Leave
- Pension Scheme
- Healthcare
- Life cover
- Staff Pool Bonus Plan
- Hybrid working
- Flexible working
- A relaxed and committed environment supported by an enthusiastic team