

## Role Profile and Person Specification

| Role Profile                                 |   |
|--|---|
| Job Title: <b>Senior Marketing Manager</b>   | Hours of work: <b>37.5 hours per week</b> |
| Salary: <b>£60,000 + Discretionary Bonus</b> | Reporting to: <b>Head of Pensions</b>     |

## Summary

### **Summary:**

Started 33 years ago, Hargreaves Lansdown has risen to become the one-stop-shop for people who want to make more of their investment. 662,000 clients trust us to manage £47billion on their behalf.

We have a substantial media presence online and in print as well as being the most quoted company in the financial press by some margin.

We are already one of the UK's leading SIPP providers and the largest non-advised Income Drawdown provider. For the past 12 years we have been the UK's largest annuity broker. We have won numerous pension and retirement awards reflecting the high standards we set ourselves and expect of anyone looking to join the team.

Pension reforms announced in the Chancellor's March Budget have created a surge of interest in pensions. Investors can now access their pensions in full from age 55, making pensions far more flexible than they ever have been. 2015 will be a huge opportunity for anyone involved in pensions.

Your main responsibility will be to produce creative copy and devise and manage a full marketing plan to help promote our pensions and retirement service. Working alongside our Head of Pensions, Head of retirement and SIPP Marketing Account Manager you will be given all the support you need to flourish in this role

### **Key Duties & Responsibilities:**

- Work closely with the Head of Pensions to identify and promote new opportunities
- Work with the web marketing team to develop effective, distributable marketing assets (tools, banners, emails)
- Assist affiliate team to identify potential partners willing to host content
- Write all required copy including: emails, product copy, press releases and social copy
- Update existing material
- Work with the design team to produce newsletters and mailings

## Person Specification

|                       | Essential  | Desirable   |
|-----------------------|--|---|
| <b>Qualifications</b> | <ul style="list-style-type: none"> <li>• Degree (or relevant experience)</li> </ul>  | <ul style="list-style-type: none"> <li>• Marketing based degree</li> </ul>  |
| <b>Knowledge</b>      | <ul style="list-style-type: none"> <li>• Excellent computer competency</li> </ul>  | <ul style="list-style-type: none"> <li>• Knowledge of HL products and services</li> <li>• Understanding of affiliate platforms and tracking</li> </ul>  |
| <b>Experience</b>     | <ul style="list-style-type: none"> <li>• A versatile portfolio showing experience with a range of clients</li> <li>• At least 3 year's copywriting experience</li> </ul>   | <ul style="list-style-type: none"> <li>• Experience of working within financial services</li> <li>• Experience of measuring the success of your writing and PR (for example through Google Analytics, A/B testing and campaign metrics) is extremely desirable</li> </ul> |
| <b>Skills</b>         | <ul style="list-style-type: none"> <li>• Strong problem-solving skills</li> <li>• Excellent written communication skills</li> <li>• Ability to effectively manage own workload and perform under pressure</li> </ul> |   |
| <b>Attributes</b>     | <ul style="list-style-type: none"> <li>• Quick to learn</li> <li>• Able to adapt to new challenges</li> <li>• Highly organised</li> <li>• Reliable</li> </ul>  |   |

Written by: Head of Pensions December 2014

Authorised by: Marketing Director December 2014