

Hargreaves Lansdown, Role Profile and Person Specification

Role Profile

Job Title: Employer Marketing Manager	Hours of Work: Mon- Fri. 37.5 hours per week
Salary: Up to £40,000 p.a.	Reporting to: Head of Corporate Marketing

Summary:

We are looking for an employer marketing manager for our rapidly expanding corporate pensions business who will be responsible for all written communications, both online and offline to existing and prospective employer clients.

Hargreaves Lansdown Corporate Solutions has more than 500 corporate clients including 38 of the FTSE 100. For the right person this is a fantastic opportunity. It is a very hands-on role. We don't use marketing agencies so you will be expected to conceive, plan and write all marketing campaigns and on-going communications to employers.

You will need to have excellent copywriting and communications skills and be able to write quickly and fluently.

An understanding of the market, corporate pensions and the needs of employers is an advantage but not a necessity.

The position is offered with a competitive salary and discretionary bonus package commensurate with experience.

Key Duties & Responsibilities

- Plan and execute marketing campaigns that directly win employer appointments and support our outbound calling team.
- Write guides/factsheets, award-entries, tenders, brochures, articles, advertisements, direct mail, press releases, case studies, emails and technical updates (with assistance from Pensions Technical Team).
- Maintain, improve and update our employer website.
- Find new ways to improve our proposition.

Person Specification:

	Essential	Desirable
Qualifications	<ul style="list-style-type: none">- Good A Levels (or equivalent)- At least 2:1 degree of any discipline	<ul style="list-style-type: none">- Excellent A levels, at least 3 A or above (or equivalent)- First Class Degree (or equivalent)- Marketing exams i.e. IDM or CIM- Any business/financial services related qualification
Knowledge	<ul style="list-style-type: none">- Competent computer user; proficient with Microsoft office- Good knowledge of products and services offered by Hargreaves Lansdown	<ul style="list-style-type: none">- Understanding of products and services offered by Hargreaves Lansdown- Good pensions technical knowledge- A full understanding of the corporate pensions market and employers' needs
Skills / Experience	<ul style="list-style-type: none">- Marketing/writing experience	<ul style="list-style-type: none">- Corporate pensions experience- Experience of holding positions of responsibility (work or non-work related)
Attributes	<ul style="list-style-type: none">- Excellent written and numeracy skills- Excellent communication skills- Excellent copywriting skills- Ability to prioritise workload and meet deadlines- Ability to use initiative- Ability to quickly understand complex information and communicate it verbally and in writing	

Authorised by: Head of Corporate
Date: July 2014