



Assistant Director, Marketing and Communications

Based in City of London

Salary – £75,000 to £85,000 per annum depending on your skills and experience

Benefits include:

7½% pension contribution

A travel allowance which has a minimum value of £2,500 per annum

The option to split your working week between working from home and the London office

after

probation

Discretionary bonus scheme

This is a unique opportunity to lead a dynamic and engaged global Marketing & Communications Team and join the CISI – the leading professional body for securities, investments, financial planning and wealth management. You will be joining at an exciting time as we are developing a new main website, continuing to evolve our App and Communication strategies and rolling out a refreshed CISI brand, so a real opportunity to make your mark and join a highly creative and motivated team of professionals.

A registered Charity and awarding body, we seek to set standards of professional excellence through knowledge, skills and behaviour. We represent over 45,000 practitioners around the world and are supported by more than 1,000 expert volunteers from our membership. We have ten offices, in Europe, Africa, the Middle East and Asia, and last year some 19,000 students took our exams in more than 100 countries.

Our members' work is securely founded on trust and integrity, wisely safeguarding and growing other people's money through highly-skilled wealth management, investment banking, and financial planning work. Many are specialists, in diverse areas like capital markets, compliance, corporate finance, Islamic finance and risk management. Our members range from the best and brightest new entrants to our sector to the most senior, board-level management. They work in and help run the world's biggest financial institutions – in any country or region where we operate, most of the majors are supporters of CISI – and also in medium-sized national firms, and smaller, owner-managed local businesses. Across this spectrum, the challenges they face, and the opportunities for their clients, their firms, and themselves, are fascinating and ever-changing, from reading markets correctly to advising clients on the sustainability of their investments in the face of the climate and biodiversity challenges, to coping with financial crime, including money laundering and cyber threats, all the time delivering sound, professional advice to a broad span of the communities in which they work.

Reporting directly to the Chief Executive, the role will be responsible for building the CISI brand globally whilst overseeing the development and execution of marketing, communications and public relations strategies and objectives delivering a return on investment.

You will be an integral part of the CISI's Executive Team, and responsible for providing day-to-day leadership, direction and operational management to our large in-house Marketing and Communications team.

You will support the Chief Executive and Chair to oversee these areas of external affairs including web development and user experience, creative and design, publishing and publications, marketing, communications, media, public relations and social media.

Ideally, you will demonstrate the following:

- Substantial experience in a marketing and communications management role, where you can demonstrate evidence of developing, maintaining and implementing marketing and communications strategies, including media and PR relations and publications production.
- Significant experience of executing brand in a global context and creating awareness through activities to support an organisation's growth plans to increase market share.
- In-depth knowledge of the core principles of brand management, community and customer engagement and marketing in a service driven organisation, to improve overall business profitability.
- Ability and confidence to act as a spokesperson, presenter and ambassador for the CISI brand.
- Experience or knowledge of highly functional membership bodies and international communities.
- Experience of delivering a consistent and plain English multi-channel communication strategy across websites, Apps, CMS and email marketing platforms.
- Understanding of project management with the ability to apply that within the demands of a fast-paced environment in an international setting
- A proven ability to operate at both a strategic and operational level, including managing budgets and delivering a return on investment, and driving and leading initiatives across a full media mix, including media, publications, websites, social media & digital advertising.
- Experience of managing and motivating a highly technical and skilled international team and developing and nurturing positive relationships with internal and external stakeholders.
- Relevant qualification in marketing or communications.

We offer a competitive remuneration package, which includes:

- 7½% company pension contribution into a personal pension, in addition to your own contribution of 1½% via salary exchange
- Life insurance and income protection insurance
- A Wellness Allowance of up to £30 a month

- 26 days leave per annum plus three days between Christmas and New Year
- A travel allowance after passing probation which has a minimum value of £2,500 per annum
- The option to split your working week between working from home and in the London office after passing probation
- After one year's service, private medical insurance cover, and annual travel insurance cover

If you are interested, please send your CV and covering letter to Karen Dalton, Assistant Director, HR at jobs@cisi.org

We value the contribution that employees with different views and experience bring to the Institute and are committed to promoting equality, inclusion and diversity. We hope to receive applications from a wide range of talented people irrespective of their race, religion or belief, gender, age, gender identity, neurodiversity, disability, sexual orientation, ethnic origin, political belief, social class, relationship status or caring responsibilities.

The Chartered Institute for Securities & Investment, a registered charity, is the largest and most widely respected professional body for those who work in the UK securities and investment industry. Its aim is to promote high standards of competence and integrity amongst its 40,000 members and the industry, and, as the main examining body for the sector, offers its internationally recognised exams globally.

CISI's purpose is *"To champion lifelong learning and integrity, raising individual standards of knowledge, skills and behaviour globally to enhance public trust and confidence in financial services."*

For more information on the CISI, please see our website at www.cisi.org