



Marketing Executive

Based in the City of London and remotely

Salary £25k-28k per annum, depending on experience

Plus £7.5% company pension contribution

After probation: travel allowance and option to split your working week between working from home and in the London office (Tuesday and Thursday in the office)

Discretionary Bonus

The Chartered Institute for Securities & Investment is seeking a qualified Marketing Executive, to develop and implement marketing initiatives for the Institute's products and services. You will join a dynamic team based in London and depending on your level experience, you will be responsible for:

- working with senior managers to market the Institute's products and services
- creating and implementing timely multi-channel marketing plans and delivering them to budget
- implementing clear consistent communications and cost-efficient and measurable campaigns
- initiating and supervising the production of promotional materials across all media, as required
- developing, implementing, and managing elements of the Institute's digital marketing strategy

Ideally you will have:

- a minimum of two years relevant experience in a marketing role;
- experience of creating and implementing marketing plans;
- experience in editing website content and some knowledge of HTML;
- experience in SEO and analysis and reporting of website analytics;
- experience of digital advertising techniques and reporting on ROI;
- experience of using websites, email marketing and social media to market products;
- excellent communication and organisation skills;
- the confidence and initiative to work independently;
- the ability to multi-task and demonstrate flexibility;
- a strong attention to detail and the ability to think creatively and analytically;
- a mature approach with the ability to prioritise and work to tight deadlines;
- a marketing qualification (higher education or professional qualification e.g. CIM)

You may also have:

- Skills with data and reports
- Experience of supporting a team or senior postholder
- Experience of working in an international environment

We offer a remuneration package, which includes:

- 7½% company pension contribution into a personal pension, in addition to your own contribution of 1½% via salary exchange.
- 23 days a year and the Institute closes for three days between Christmas and New Year.
- A travel allowance after passing probation and option to split your working week between working from home and in the London office
- Life insurance and income protection insurance
- Sports club allowance
- After one year's service, private medical insurance cover

Please send your CV and availability 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 is the leading professional body for securities, investment, wealth and financial planning professionals. Formed in 1992 by London Stock Exchange practitioners, we have a global community, which aims to promote high standards of competence and integrity to more than 40,000 members in 116 countries. We are also the main examining body for the sector, offering our internationally recognised exams globally.

Its 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