

# Marketing Manager

## Company Overview

Alpha Development is an international financial services training firm whose clients are the world's most highly regarded investment banks, insurance firms, private banks and asset managers. With offices in the UK, Singapore, Poland and the US, we offer global coverage and have trained in more than 20 countries.

## Purpose

Alpha is currently expanding its global business through its regional offices across the world and this role will be a central part of the growing business development function. As the Marketing Manager you will support the Product Heads and Relationship Management function in driving the growth of business and increasing the brands awareness, ensuring that all communications are in line with the brands unique tone of voice. Within the role, you'll be responsible for coordinating the marketing programme across the organisation and partner stakeholders. This will include marketing, PR, brand, product, proposition etc.

Alpha Development are a challenger brand in the corporate learning and development sector.

## Key Accountabilities & Responsibilities

- Undertake continuous analysis of competitive environment and consumer trends including a market share analysis.
- Work with the product heads and relationship management team to identify target markets and distribution channels and developing strategies to communicate with them.
- Preparing and managing marketing plans and budgets.
- Managing the production of promotional material.
- Producing reports to monitor results.
- Attending trade shows, conferences and sales meetings.
- Development and implementation of the Brand strategy.
- Developing and overseeing the marketing strategy for new and existing products - including campaigns, events, digital marketing, and PR.
- Working closely with the company's relationship management team; enabling them to meet their commercial objectives by providing them with appropriate tools, materials and presentations (owns the continuous improvement cycle of the RFP library.)
- Ensuring that the marketing objectives and day to day activities are implemented by the marketing team.
- Manage social media presence and direct programmes to improve social media reputation and recognition.
- Developing and delivering marketing and communications strategies for the organisation (including conferences and awards.)
- Generates 20% of global target (via new clients onboarded). This includes the design, development and deployment of public programmes and databases.

## Experience, Knowledge and Skills Required

- Adept at **planning and developing creative** for online and offline campaigns.
- Experience of **managing budgets**.
- Ability to **interact** and **influence** senior stakeholders.
- **Strong knowledge** across multiple **marketing disciplines**.
- Experience **working** closely **with sales teams**.
- A focus on **producing effective performance targets** and metrics.
- **Excellent written** (copywriting) and verbal **skills**.
- **Highly effective communication skills**, able to engage, build trust and present complicated information and ideas concisely.
- **Excellent interpersonal skills** and ability to network and build relationships across partners, colleagues, and key stakeholders.
- Established record in **delivery of customised/ flexible marketing solutions** appropriate to the business's needs.
- **Entrepreneurial and innovative self-starter** with minimal direct supervision while working well within a team environment and adhering to Alpha's standards.
- **Strong problem solving skills**.
- **Work effectively in a fast-paced environment** managing work flow across different lines of businesses/departments.
- **Energetic, personable, team player** with a willingness to dive in' where necessary
- **Strong understanding of MS Office** (Excel, Word, PowerPoint).
- Experience with CRM/ERP systems and Wordpress.
- Ability to develop a thorough knowledge of all product areas. **Love to learn!**

## Other Information

**Department / Location:** The role will be based in our office in Cheapside, London EC2.

**Contract Type:** Permanent

**Reports To:** Commercial Director

**Key Contacts:**

Internal	External
<ul style="list-style-type: none"><li>▪ Regional Sales Teams</li><li>▪ Programme Management</li><li>▪ Product Heads</li><li>▪ Finance</li></ul>	<ul style="list-style-type: none"><li>▪ Freelancers</li><li>▪ Associate Faculty</li><li>▪ Learning and development managers (Clients)</li><li>▪ Vendors</li></ul>

**Travel:** The role will require occasional travel to Alpha's regional offices.

**Holidays:** 28 days per annum.

**Staff Benefits:** Includes, Season ticket loan, Gym membership contribution, Cycle to work scheme, Childcare vouchers, and Private medical care – after one year of service.

IF YOU ARE INTERESTED IN THE ROLE EMAIL A PERSONAL STATEMENT AND CV TO  
**RECRUITMENT@ALPHADEVELOPMENT.COM**