

INVESTMENT 20/20

THE TALENT SOLUTION FROM
THE INVESTMENT ASSOCIATION

INVESTMENT20/20 MARKETING ASSOCIATE

Start date:	July 2022
Reports to:	Director of Careers and Talent
Full time:	5 days per week
Location:	London, with some opportunity to work from home
Salary:	£30,000 experience dependent

ABOUT INVESTMENT20/20

Investment20/20 is a multi-award-winning talent programme for the investment management industry, enabling enthusiastic and committed young people to start their careers in our industry. Our role is to widen the range of people who consider the industry as a profession and enable their access through our one-year trainee programme.

We are part of the industry's trade body, the Investment Association (IA) having formerly merged in 2018. Our industry champions diversity and inclusion at the top of the UK's biggest companies in our role as investors, and we also recognise our responsibility as employers to build a diverse investment industry that is fit for the future.

This is an exciting time to join the team as we are growing in our service delivery to our 65+ employer partners across our three strategic priorities which are to: attract talent; recruit and develop talent; and retain and progress talent.

We are a team of seven people and are well supported by our wider colleagues within the IA. Our team ethos is one of service – service to one another; service to our colleagues within Investment20/20 and the IA, and most importantly service to our clients.

OVERVIEW OF THE ROLE

You will be responsible for planning and managing all marketing and social media, as well as maintenance of our CRM (Client Relationship Management system - Salesforce) for Investment20/20 which will include:



MARKETING

- Designing email campaigns, segmented to relevant target audiences using Marketing Cloud
- Manage e-comms distribution using Marketing Cloud.
- Monitor and evaluate e-marketing analytics including open and forward rates, bounce back emails
- Interpret and reporting of statistics across all technology platforms including e-comms, Google analytics, CRM and website, highlighting areas of change
- Manage and design of all collateral, ensuring imagery is up to date and relevant
- Ensure the Investment20/20 brand is consistent on all mediums
- Design and layout of newsletter (using Turtl) and Presentations
- Work with the IA Digital team managing email signature updates using Rocketseed
- Creating imagery on PhotoShop/Canva and other sources and systems.

SOCIAL MEDIA

- Promote Investment20/20 using social media channels catering for each audience using LinkedIn, Twitter, TikTok, Facebook and Instagram
- Develop content, both written and film based, for all social media channels
- Review and evaluate the impact of our social media activity, including collection and presentation of engagement statistics, and suggest ways in which we can grow our followers.
- Work with internal and external contacts to plan social media campaigns during the year e.g., National Apprenticeship week and International Women's Day.

SALESFORCE CRM

- Manage Salesforce, ensuring regular cleaning of data
- Produce monthly updates of Trainee stats, any anomalies raised with the team and corrected
- Work with internal and external technical and database teams to address issues and identify solutions.

WEBSITE MANAGEMENT

- Ensure all website content is up to date reflecting current employer microsites, vacancies, news and events



- Upload and close jobs on the Investment20/20 website
- Upload Investment20/20 vacancies onto third party and supplier websites including universities job boards
- Work with our website partner for maintenance purposes.

EVENTS

- Filming events and developing final edits for use on social media and other distribution channels
- Supporting the wider team by representing Investment20/20 at both careers and corporate events.

SKILLS AND ATTRIBUTES

- Passion for social media and creativity
- High level of accuracy and attention to detail
- Writes clearly and succinctly
- Good at networking and building a rapport quickly with others
- Ability to develop and manage multiple contacts proactively
- Good planning and organisation skills, enjoys working on multiple projects simultaneously, able to think ahead and meet deadlines
- A positive customer service ethic bringing vitality, integrity and a collaborative approach to work.

DESIRED EXPERIENCE AND KNOWLEDGE

- Knowledge and experience of using Salesforce, Marketing Cloud, Social Studio, Canva, PhotoShop, Premier Pro, Google Analytics, Turtl, Rocketseed both as a user and administrator
- Knowledge and experience of film editing suites
- Knowledge and experience of building engaging social media content.

To apply for this role, please send your CV and cover letter explaining why you are interested in the role. Please use the subject line "Marketing Associate" and send recruitment@theia.org by the closing date 13 May 2022.