

The Investment Association

Digital Content Marketer

About the Investment Association

The IA champions UK investment management, supporting British savers, investors and businesses. Our 250 members manage £9.4 trillion of assets and the investment management industry supports 114,000 jobs across the UK.

Our mission is to make investment better. Better for clients, so they achieve their financial goals. Better for companies, so they get the capital they need to grow. And better for the economy, so everyone prospers.

Our purpose is to ensure investment managers are in the best possible position to:

- Build people's resilience to financial adversity
- Help people achieve their financial aspirations
- Enable people to maintain a decent standard of living as they grow older
- Contribute to economic growth through the efficient allocation of capital.

The money our members manage is in a wide variety of investment vehicles including authorised investment funds, pension funds and stocks and shares ISAs. The UK is the second largest investment management centre in the world, after the US and manages over a third (37%) of all assets managed in Europe.

ABOUT THE M&E TEAM

The Membership & Enterprise division is a combination of the Membership, Events and Training teams. As the commercial arm of the Investment Association we work closely with our members and affiliated firms to develop programmes and offerings that support the dynamic needs of our sector.

We focus on retention and growth of the member base by working with all internal and external stakeholders supporting on regulatory, policy and operational matters.

Overview of the Role

Reporting to the Head of Membership and Engine with a dotted line to the Digital Marketing Manager, the Digital Content Marketer will assist in developing strategic calendars and content for written, video, social and gated communications for the Investment Association's commercial activities.

Main duties in this role include:



- Design content marketing strategies and set short-term goals
- Undertake content marketing initiatives to achieve business targets
- Design and deliver compelling digital content which includes but is not limited to website, social, events, podcasts, video, animations and engagement campaigns
- Collaborate with design and writing teams to produce high quality content
- Develop editorial calendar, delegate tasks and ensure deadlines are met (Implement the content schedule)
- Deliver engaging content on a regular basis and inspire team members
- Writing, proofreading and editing new and existing content, including web, blogs, video, social media and emails, to tell compelling stories across our digital channels
- Develop data-driven understanding of audience behaviours, needs and insights that will anchor content creation
- Build a content roadmap and SEO to optimize website traffic, time spent on page, decrease bounce rates and improve conversion and membership engagement and retention
- Work with digital team to analyse overall member engagement in all content channels and measure performance using analytics, testing tools and surveys, making recommendations for improvement
- Feedback to colleagues on best practices
- Maintain style guide and editorial standards across all digital content and build pages
- Receive customer feedback and generate ideas to increase customer engagement
- Assisting with managing data quality within contact lists. Liaising with teams to advise on updating mailing lists and ensure successful targeting.
- Generation of original ideas for digital channels – with a particular focus on new leads and member engagement

Specific duties:

- Researching trends related to investment management, policy and innovation
- Proven experience crafting and delivering creative content led campaigns, preferably within events
- Build strong relationships with colleagues; planning, managing, and delivering engaging multi-channel communications campaigns across varied topics.
- Integrating keywords into your strategy and evaluating the effectiveness
- Knowing the investment management and Fintech audience and what you can do for them
- Creating engaging and original blog posts, emails, and social media posts targeted to your audience based on current trends
- Repurposing popular content across multiple platforms
- Creating email campaigns targeted to users who sign up for gated content or opt-in to the mailing list
- Maintaining the company website
- Coordinate the use of video into the overall marketing strategy
- Create a vision for video content
- Consult with freelancers and creatives for video content
- Distribute video across multiple media platforms
- Create a social media presence across all platforms and maintain a persona that's representative of the brand's image and values
- Build followers and brand awareness through multiple touch points and an active strategy

- Write or coordinate podcast, eBooks, how-to's, and white papers with value-driven content
- Collect and interpret user data
- Define the target audience using metrics gathered by analytics software
- Adjust overall marketing strategy based on what is working



Skills and experience:

- Appropriate qualifications (preferably in digital marketing or similar) and at least 1 year's experience working in digital content and communication
- Strong communication, leadership and project management skills, with a passion for targeted content creation.
- Proficiency in MS Office and WordPress or other Content Management Software
- Excellent written and verbal communication skills
- High degree of IT literacy with the ability to pick up new skills quickly
- Accuracy and excellent attention to detail
- The ability to work collaboratively within a small team and to contribute to the wider work of the IA. A premium is placed on an open and friendly personality.
- Strong interpersonal skills and an ability to build rapport with internal and external customers.
- Hardworking with a strong work ethic and the flexibility to work outside of normal business hours / travel where appropriate.

We welcome applications from all qualified candidates regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status or whether or not they have a disability.