

# Digital Marketing Trainee

Date: November 2023

Reports to: Head of Digital

Salary: £26,000

## About the Investment Association (the IA)

“At the IA, we are committed to serving our members, embracing new ideas and striving for excellence. We are inclusive, considerate and act with integrity in all we do.”

The Investment Association champions UK investment management, supporting British savers, investors and businesses. Our 250 members manage £8.8 trillion of assets and the investment management industry supports 126,400 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 37% of all assets managed in Europe.

## Overview of the Role

In the role of Digital Marketing Trainee within our expanding Digital team, you will play a pivotal role in orchestrating cross-channel digital marketing activities that span across our diverse product offerings, which include events, training, policy, and membership services. Your responsibilities will be geared towards the management of day-to-day tasks with a special emphasis on the conceptualization, development, and execution of email marketing and digital advertising campaigns.

### The Investment Association

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[www.theia.org](http://www.theia.org)

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## Main Responsibilities and Duties

Main day-to-day duties:

- Manage and execute daily operational tasks within the digital marketing department.
- Assist in the development, delivery and reporting of marketing campaigns across multiple channels.
- Contribute to the maintenance and update of the Salesforce database, ensuring data accuracy and utility.
- Oversee website content updates and maintenance, guaranteeing brand consistency and current information.
- Use Marketing Cloud to organize and manage email marketing templates and folders, streamlining the email campaign process.
- Support the team in the creation of high-quality digital assets, across video, live stream, photography and copy for use on websites, social media, emails, and advertising platforms.
- Uphold the brand's reputation and aesthetic across all digital mediums.
- Collaborate closely with other departments to ensure the alignment of marketing strategies with overall company goals.
- Ownership of and content creation for the Digital Hub (a user resource centre)
- Provide additional support to the Website Manager and CRM Manager

## Essential Skills / Qualifications / Competencies

This role would suit someone with good regulatory or practical investment experience gained at another trade body, investment management firm, investment bank, or another key industry stakeholder; such experience would most likely be gained in the UK, EU or North America.

**We are looking for:**

- Candidates with a Bachelor's degree in marketing, communications, or a related field.
- You should be able to quickly learn and use digital marketing tools like CMS, CRM, and email marketing systems.
- Experience with design tools like InDesign, Photoshop, Canva (or similar) is a plus.
- Strong organizational skills and attention to detail are important.
- You must be able to handle multiple projects at once in a fast-paced environment.
- Good communication skills, both written and verbal, are essential, and you should be collaborative with stakeholders. You'll need to explain digital technologies to people with varying levels of digital literacy.
- Having an eye for design and brand aesthetics, along with a proactive approach to creative ideas for digital marketing campaigns, is crucial.
- We're looking for someone energetic and eager to take on new projects and ideas.

Please note this job description describes (but does not limit) the main duties and responsibilities of the job. These are subject to variation by the IA as is necessary to respond to changes, both internal and external, which the Association experiences.

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.

To give you an idea of what we will expect from you, we expect that in your first few months you will:

**Month 1:**

- Train and upskill on internal tools and platforms
- Learn how to maintain the Website update ticketing system
- Coordinate the ongoing Digital Marketing campaigns.

**By the end of Month 3:**

- Clean up Marketing cloud folders and email templates.
- Manage the website update requests coordinating content creation and optimization.
- Work with the Digital Team to maintain the Salesforce database delivering the update of the Page layouts.

**Month 6:**

- Established support for the creation of Marketing Cloud forms
- Established support for the Digital Marketing team with production of Marketing Cloud automated journey
- Ownership established of smaller campaigns.

## **How to apply**

Please send a CV and covering letter to our recruitment email address: [recruitment@theia.org](mailto:recruitment@theia.org). Successful candidates will be asked to be available for two interviews and to submit a short case study.