

INVESTMENT 20/20

THE TALENT SOLUTION FROM
THE INVESTMENT ASSOCIATION



Marketing Trainee, Investment20/20

Reports to: Director of Careers and Talent
Hours: Full-time
Location: London, with some opportunity for hybrid working
Contract type: Fixed term, 12 months
Salary: £29,000 per annum

About Investment20/20

Investment20/20 is the talent solution from the Investment Association, dedicated to driving a forward-looking, inclusive, and resilient investment industry. As an industry-led initiative, Investment20/20 connects potential talent with opportunity by shaping future-ready talent strategies, enabling individuals to develop and thrive through learning, community, and purpose. The programme engages with future talent through outreach in schools, colleges, and universities, offering virtual clinics, workplace visits, and digital engagement. It also supports professional growth with enriching sessions, industry insight events, and workshops, equipping emerging talent with the skills, insights, and networks needed for successful careers in investment.

Overview of the role

The Marketing Trainee role is ideal for someone who is passionate about all aspects of digital marketing and design – social media, e-communications, website content and marketing collateral.

You will lead on key elements of Investment20/20's marketing activity, creating engaging content, managing communications and promoting events. Over time, you will build a strong, consistent brand presence across all our stakeholders – students, educators, parents, employers, and policy makers.

You will plan and deliver marketing campaigns, analyse performance, collaborate with stakeholders, and take responsibility for executing all marketing and social media activities for Investment20/20. This includes developing marketing collateral and e-communications, ensuring brand consistency across all channels, and creating engaging content for both online and offline platforms. You will use performance insights to drive continuous improvement, maintain up-to-date website content, and work closely with internal and external stakeholders. The role also includes representing Investment20/20 at careers and industry events.

In your first two months

- Creating social media content (LinkedIn, Instagram, TikTok and Facebook);
- Learning how to use design tools such as Adobe Creative Cloud, Canva and CapCut;
- Assisting with social media marketing campaigns;
- Helping to maintain and update website content;
- Supporting the promotion of events (both virtual and in-person);



- Learning how to use systems such as Salesforce, WordPress, Visme and Marketing Cloud;
- Sending e-comms using Marketing Cloud;
- Working with the team to understand Investment20/20 audiences and tone of voice; and
- Attending careers and industry events to build confidence and sector awareness.

As you grow in the role

- Planning and delivering multi-channel marketing campaigns;
- Creating high-quality marketing collateral and digital content;
- Managing Investment20/20's social media presence and engagement;
- Ensuring brand consistency across all communications and platforms;
- Analysing marketing performance and using insights to improve activity;
- Managing relationships with internal and external stakeholders;
- Taking a more active role in event marketing and delivery; and
- Representing Investment20/20 confidently at careers and industry events.

Candidate requirements

- *Skills*
 - Strong graphic design skills;
 - Good planning and organisation skills;
 - Good at building a rapport quickly with others;
 - Ability to develop and manage multiple priorities; and
 - Strong foundation in creating engaging content using Canva and CapCut.
- *Experience*
 - Essential: Experience creating engaging social media content in a professional, academic, voluntary or extracurricular setting (i.e. beyond personal use), such as for a charity, society or project.
 - Experience or exposure to event marketing, including supporting the promotion and delivery of both in-person and virtual events, would be advantageous.
- *Characteristics*
 - Embracing new ideas through creativity and innovation;
 - Striving for excellence with attention to detail and high standards;
 - Being inclusive and considerate in all communications;
 - A positive customer service ethic;
 - Acting with integrity; and
 - Embodies Investment Association values: serving members, embracing new ideas, striving for excellence, inclusivity, consideration, and acting with integrity.

Appointment is conditional upon satisfactory completion of pre-employment checks, including verification of the candidate's right to work in the UK during onboarding.

To apply, please forward your CV and a cover note to recruitment@theia.org.