



## Senior Marketing Manager (Part-time 4 days per week)

**Based in the City of London and remotely**

Salary: c.£40,000pa to £43,000pa, depending on your skills and experience  
(£50k-£53.6k Full Time Equivalent)

Plus £7.5% company pension contribution

A travel allowance of £2,000 per annum

Hybrid working arrangements

Discretionary Bonus

The CISI is looking for an experienced Marketing Manager to join a dynamic team based in London and support the growth of the CISI brand globally.

### **Reporting to the Assistant Director of Marketing & Communications, you will be:**

- Supporting the Assistant Director of Marketing & Communications with the development and implementation of the CISI's overall global marketing and communications strategy.
- Producing multi-channel marketing plans and developing strategies and initiatives, which include cost-efficient and measurable marketing campaigns, aimed at achieving significant growth worldwide and increasing engagement with existing membership base.
- Implementing and driving results for agreed marketing plans, strategies and initiatives, and initiating and supervising the production of promotional materials for CISI products.
- Agreeing, and managing budgets and increasing return on investment.
- Evaluating and reporting on marketing and communications activities, producing reports and providing management information.
- Spearheading internal stakeholder relationships, liaising with relevant managers and departments, to continuously improve the marketing of CISI membership and membership services and increase the take up of products and services.
- Providing knowledge, insight and understanding of target B2B and B2C audiences and lead the marketing team to develop innovative campaigns to reach them.
- Line managing members of the marketing function and driving collaboration across marketing disciplines, taking responsibility for recruitment, performance and development.

### **The following skills and experience are required:**

- 5+ years' experience in a Marketing role.
- Marketing qualification (higher education or professional qualification e.g. CIM).
- Experience within a membership organisation or similar professional body.
- Experience managing a marketing budget.
- Line management experience.
- B2B and B2C marketing experience.

- Experience in SEO and analysis and reporting of website analytics.
- Experience of digital advertising techniques and reporting on ROI.

**We offer a competitive remuneration package, which includes:**

- 7½% company pension contribution into a personal pension, in addition to your own contribution of 1½% via salary exchange
- Life insurance and income protection insurance
- A Wellness Allowance of up to £30 a month
- 20 days leave per annum (25 days full-time equivalent) and additionally the Institute closes for three days between Christmas and New Year.
- A travel allowance after passing probation which has a value of £2,000 per annum
- Hybrid working arrangements.

**Please send your CV, salary expectation and availability to HR at [jobs@cisi.org](mailto:jobs@cisi.org)**

**Candidate Adjustments**

At CISI we encourage applications from a neurodiverse workforce so please do reach out to [HR@cisi.org](mailto:HR@cisi.org) to discuss reasonable adjustments if required.

Our London office is open plan with agile desk booking; however, we are able to arrange reasonable adjustments for candidates that require a fixed working space.

*We value the contribution that employees with different views and experience bring to the Institute and are committed to promoting equality, inclusion and diversity. We hope to receive applications from a wide range of talented people irrespective of their race, religion or belief, gender, age, gender identity, neurodiversity, disability, sexual orientation, ethnic origin, political belief, social class, relationship status or caring responsibilities.*

The Chartered Institute for Securities & Investment is the leading professional body for securities, investment, wealth and financial planning professionals. Formed in 1992 by London Stock Exchange practitioners, we have a global community, which aims to promote high standards of competence and integrity to more than 40,000 members in 116 countries. We are also the main examining body for the sector, offering our internationally recognised exams globally.

Its purpose is *“To champion lifelong learning and integrity, raising individual standards of knowledge, skills and behaviour globally to enhance public trust and confidence in financial services.”*

For more information on the CISI, please see our website at [www.cisi.org](http://www.cisi.org)