

Job Specification

Salamanca Group

Salamanca Group is a privately-held Merchant Banking business, home to experts in global investment advisory, London real estate and private client services. We build highly valued, long-term relationships with individuals, corporates, institutions and governments, offering strategic advice and specialist know-how through our four divisions; Investment, Corporate Advisory, Real Estate and Private Client Services. We deliver integrated, consistent advice, always with the client at the centre and ensure a collaborative approach with our clients, in order to enable their business, protect their assets and grow their capital.

Please see www.salamanca-group.com for further information.

Salamanca Group – Brand, Marketing & Communications

This function drives marketing initiatives and ensures there are effective communication systems, both internally and externally to drive business opportunities and build the corporate profile. The function covers many disciplines from PR and marketing campaigns, CRM management, to the development of promotional literature including brochures, advertising and merchandise. The team also act as brand guardians, continually auditing and reviewing use of the brand. The team is very hands on and interacts on a daily basis with the board, advisors, and heads of business unit and operations team. The nature of the business also means that the team is involved in executing the brand, marketing and communications for many of the Group's subsidiaries, meaning the sector and variety of work is diverse. Currently the team is also executing strategies for the following projects:

- UK – Commercial
- UK – School Services
- Emerging Market - Banking

Brand, Marketing & Communications Assistant

We are seeking to recruit a Brand, Marketing & Communications Assistant. Reporting directly to the Director of Brand, Marketing & Communications, Dominique Allnutt, this role will be responsible for and support work streams in the following five sectors: Branding, Marketing (on and offline), Communications (internal and external), CRM and Events. Working across the whole Group, the candidate must enjoy building relationships with different people (in varying locations) across the business. The candidate will be expected to perform the following key responsibilities for Salamanca Group as well as the subsidiary brands, where required: -

- Act as a brand guardian – monitor use of brand and quality control review for client facing documents
- Design and produce marketing materials including pitch books, teasers, flyers, adverts
- Content generation and copywriting – create and publish newsworthy content on the company website (using CMS), social media (LinkedIn) and for the company quarterly newsletter (Campaign Monitor)
- Website management – update content on the website using CMS
- Monitor and report on the performance of digital and marketing activity through analysis tools (google analytics, campaign monitor)
- Act as a CRM superuser being the first port of call to troubleshoot internal problems, encourage internal engagement, manage data entry to ensure it is clean and complete, liaison with external CRM team
- PR administration – manage press contacts database and consistently monitor and document media coverage
- Develop and circulate weekly internal communications bulletin showcasing recent news to support business development and internal communications
- Conduct research on competitors and customers
- Support end-to-end management of events including breakfast seminars, roundtables, drinks events, internal corporate training day. Management includes; collate event lists, generate invites, response monitoring, event organisation and set up)

In addition to the above, you will also be required to fulfil some office administrative tasks such as:

- Answering switchboard calls
- Front of house cover, when necessary
- Administration support as and when required

You may be required to occasionally (no more than twice a month) work additional hours outside of 8.30am-6.00pm to support events.

Qualifications & Experience

The successful candidate will need to be highly IT literate and have the following competencies and experience: -

- Must: At least one-year of professional experience
- Must: BA in Communications, Marketing, Business, New Media, Public Relations, English, Graphic Design or equivalent experience, in coding software or design software
- Must: Excellent Microsoft Office proficiency in PowerPoint and Word
- Desired: InDesign skills
- Desired: WordPress CMS knowledge
- Desired: Adobe Photoshop knowledge
- Desired: Experience with CRM data entry and pulling reports from a CRM system
- Desired: Experience with email platforms i.e. mail chimp and basic coding

Key Personal Skills & Attributes

The successful candidate will need to have the following skills and attributes: -

- Acute attention to detail and accuracy whether creating/editing copy or designing creative layouts
- Creative mind frame
- Analytical with numerical skills for campaign analysis
- Excellent communication skills with confidence to liaise with senior and junior representatives inside and outside of the organisation
- Strong copy and editorial skills
- Good organisation and planning skills
- Ability to work on multiple projects at one time
- Have an energetic and lively personality with the ability motivate and inspire

In addition to the above, at all times, Salamanca Group seeks to ensure that our **Group Core Values** are central to every part of our business.

It will be a pre-requisite for the successful candidate to reflect and embody our core values as described below: -

- Collaboration
- Dedication
- Dynamism
- Entrepreneurial

Contact

Please register your interest or direct enquiries to Salamanca Group HR Manager, Susan Pearson at S.Pearson@salamanca-group.com or telephone +44 20 7495 7070