

The BVCA

The British Private Equity and Venture Capital Association is the industry body for the UK private equity and venture capital industry. Our membership of over 430 members represents the overwhelming number of UK-based private equity and venture capital firms and their advisors. The BVCA has 27 years of experience representing the UK industry to government, the European Commission and Parliament, the media, regulatory and other statutory bodies worldwide. We promote the industry to entrepreneurs and Investors and provide best practice standards to our members.

Position: Marketing Manager

Salary: £50K

Role: Reporting to COO, you will be responsible for delivering the organization's overall marketing and brand strategy. You will work closely with stakeholder departments on the organization's general marketing brand strategy, as well as with the commercial director on the promotion of all products and events.

Responsibilities:

- Affiliate marketing, online advertising, link building, online partnerships, online PR and social media strategy
- Develop a management dashboard to review all digital activities and assess their relative results, defining KPIs, maximizing ROI, producing timely reports and providing performance feedback and recommendations.
- Develop strong working relationships with the design and digital agencies currently retained.
- Work with internal departments to manage online budget and workload throughout the year, against planned and new events and sales drives
- Source agencies and freelancers for future needs
- Planning and executing strategic multimedia marketing campaigns for a portfolio of PE/VC based products and events, to increase sales and attendance
- Responsible for brand identity, design and development for BVCA marketing materials
- Management of the production and distribution of marketing materials, including, advertising creative, e-newsletters, flyers, brochures etc.
- Close liaison with commercial, research, communications and event management teams
- Relationship building with key stakeholders including industry bodies and government organisations.
- Liaison with external design team, printers and external agencies as necessary to deliver collateral and campaigns on time and against budget
- Supporting the sales team with exhibitor/advertiser marketing campaigns
- Ensure consistency of brand on all internal and external communications
- Source and negotiate advertising opportunities across appropriate media
- Developing and managing 3rd party partnerships that support strategic and revenue objective
- Track and evaluate all campaign activity to measure success (cost per lead, cost per acquisition, ROI etc.) and produce marketing reports
- Conduct market research, competitive intelligence gathering, customer questionnaires and focus groups as required
- Design and implement the digital strategy
- Budget management

Key skills:

- Accomplished at marketing planning and execution
- Ability to multi-task in a fast paced and exciting environment
- Ability to build relationships at different levels
- Educated to a degree level, with a strong marketing and digital background.
- Marketing qualification desirable
- Proven track record of delivering results against targets in marketing and the digital space, product sales, media and events.
- Very strong analytical skills, including the ability to maximize web metrics, ROI models
- Strong understanding of SEO, online advertising, partnerships along with design, production and printing
- Hands-on leadership with strong management skills
- B2B experience essential