



### **Role Profile**

Digital Marketing Manager

### **Department**

Marketing

### **Reports to**

Head of Marketing

### **Salary**

Circa £50,000

Blackfinch Group is an award-winning investment specialist with a heritage dating back over 25 years. A trusted provider, we work in partnership with advisers. Our businesses cover tax-efficient solutions, early stage investing, managed portfolio services, property financing and renewable energy. As an environmental, social and governance (ESG) investor, we work for a positive impact. We're proud to be entrusted with over £600 million in assets under management and administration.



## Role Profile

Bringing best practices to our business is key to this role. Using your Digital Marketing experience, understanding of the evolving digital landscape, you'll own the Blackfinch Digital Marketing channels as we accelerate our growth.

## Key Responsibilities

- Ensure a coherent digital marketing strategy is in place compliments the business model and business objectives
- Focus on improving key metrics such as our CPA and brand reach
- Driving traffic to our site through paid channel experimentation including Paid Search, Paid Social, Affiliate Channels and more
- Constantly thriving to create the optimum customer experience and journey through our digital channels
- Reporting on digital traffic and engagement, sharing actionable insights and making recommendations for improvements
- Run A/B tests across different marketing channels to evolve learning and best practice
- Solid capabilities with tracking techniques and Google suite, inc analytics and adwords
- Supporting the wider marketing community to develop multi-channel marketing campaigns to drive demand and generate leads
- Collaboration with the sales team to convert traffic to interest
- Support our Product Marketing Managers in measuring the success of additional content initiatives on digital channels, including email marketing, social media marketing & brand campaigns

## Key Experience

- Have a minimum 4 years' experience working in digital marketing within the IFA, Sales or Financial Services environment
- Google analytics, Marketing Automation, PPC, SEO and Programmatic

If you believe you have the skills and experience for this role, we'd be interested to hear from you.

Apply by sending your CV and any other supporting documents to **HR@blackfinch.co.uk**

If you require any further information about this role, we're here to help, contact us on 01452 717070.

## Our Values

At Blackfinch we're working to make a difference in the world. We partner with advisers to meet client and business aims. Inspired by the work of Charles Darwin, we're named after one of Darwin's finches, which influenced his theories of evolution.

Our values of 'adapt', 'evolve' and 'thrive' run through everything we do. We continually adapt to changing markets, providing evolved products so that our customers can thrive. These values inform our work as an ESG investor, working towards a more sustainable future.



Offering a supportive environment, championing continuing professional development and sponsoring staff for qualifications.



One of the friendliest businesses in financial services, supporting our people, customers and investee companies.



Providing opportunities to progress plus to take up benefits, and to get involved in sponsorship and charity work

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