



Role Profile

PR & Marketing Assistant

Location

Gloucester, GL3 4AH

Salary

£28,000

Contract Type

Permanent / Full-Time

Blackfinch Group is an award-winning investment specialist. Built on over 20 years of investment track record, the name Blackfinch first came into being on the anniversary of Darwin's birth, 12th February 2013. 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.



Purpose of role

The key purpose of this role is to manage the firm's reputation, both proactively and reactively, by monitoring market and competitor activity as well as media appetite and narrative.

You will ensure that the positioning of all content is appropriate to the brand and wider Blackfinch communication strategy. You will use the media and internal communications to build, maintain and increase brand awareness and consideration. You will be responsible for sourcing, nurturing and maintaining meaningful and productive relationships with the media to ensure maximum coverage.

Key Accountabilities

- Grow the company's identity in the press and secure a steady stream of press coverage for all areas of the business.
- Build and develop relationships with the media, by sourcing, nurturing, and maintaining meaningful relationships.
- Create and maintain media databases ensuring the integrity and currency of the data.
- Manage day to day press inquiries, liaising with the relevant teams, supplying quick and confident responses.
- Monitor current stories and trends, research industry-related topics, publications, influencers, businesses and key industry bodies.
- Work alongside stakeholders, internally and externally, to create press releases, ensuring their accuracy and that they are released in a timely manner.
- Work alongside stakeholders, internally and externally, to organise and create meaningful media commentary/ interviews.
- Work alongside stakeholders to create engaging internal announcements, keeping the business informed and interested in how we are adapting and evolving in order to thrive.
- Work alongside stakeholders, internally and externally, to create and finalise award submissions.
- Work with the Digital Marketing Manager to ensure PR coverage is maximized through owned digital channels.
- Provide content for internal reporting.
- Undertake any other duties commensurate with this level of position as requested by the CEO, CIO, Head of Distribution and directors.

Essential Skills & Experience

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- Have a minimum of 2 years previous PR experience.
- Have a minimum of 2 years copywriting and proofing.
- Have a minimum 2 years' experience working in either a professional services or financial services environment.

Essential Skills & Qualities

- Strong writing and communication skills with ability to observe tone of voice.
- Possess excellent organisational and time management skills with the ability to achieve and deliver to tight deadlines.
- Have current knowledge of the general financial sector economic and political influences, and a good understanding of socio-political influences on business products.
- Proven experience of working with all stakeholders, both internally and externally, to influence and deliver content as required.

Essential Qualifications

- To hold a degree or equivalent qualification in Marketing, PR or another relevant subject.
- Hold or be working towards a professional PR, Marketing or English qualification.

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
