



### **Role Profile**

Product Marketing Manager -  
Asset Management

### **Department**

Marketing

### **Reports to**

Head of Product 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

Product marketing manager (Asset Management) is responsible for developing effective multichannel marketing campaigns to communicate the features and benefits of all investment products associated with Blackfinch Asset Management.

The product marketing manager (Asset Management) will own the marketing plan for generating new business and developing existing business, working with the brand design and sales team to execute.

You will own market research on current trending products, establish timescales for promotional cycles, provide marketing insight and guidance for sales teams, develop messaging and market positioning around Asset Management.

Acting as the 'voice of the customer' for customers in the Blackfinch Asset Management ecosystem, precisely researching consumer needs and experiences.

## Key Responsibilities

- Build on product messaging that sets investment products apart from others, sharing competitor insights
- Write and produce content to communicate the diversified value in our investment products
- Own the promotional cycle for Asset Management, creating engaging campaigns that deliver marketing qualified leads into the sales team
- Work with the brand design team to create engaging content such as case studies, videos, website copy and blog posts
- Communicate the vision and value of the investment products to the sales team and develop tools that facilitate business growth
- Brief the marketing and sales teams about promotional cycle or changes in relation to Asset Management and associated investment products
- Obtain insights into customers' usage of current products, untapped opportunities and buyer personas, through interviews, surveys, focus groups and sales data

## Key Experience

- Have a minimum 5 years' experience working in product marketing within the IFA, Sales and Financial Services environment.

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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