



### **Role Profile**

Product Marketing Manager

### **Location**

Gloucester, GL3 4AH

### **Salary**

£40,000 - £60,000

### **Contract Type**

Permanent / Full-Time

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 £500 million in assets under management and administration.



## Purpose of Role

As a product marketer, you will be a leader for an investment team responsible for telling the world (and Blackfinch) the story of their product and the active promotion of significant / key events. You will be the investment team's chief advocate for a specific feature set and its benefits. Additionally, you will be responsible for crafting the strategy around the messaging and marketing for new launches and for the timing of launches for the story in the market. As a champion of ESG you will ensure its promotion is also woven into all product stories and significant / key events.

## Key Accountabilities

- As an expert on the team's products you will educate external stakeholders on the product features and their benefits; having ability to translate technical details into benefits for the target audience.
- Working alongside the Heads of Investment, develop marketing strategies for the team, bringing to life and promote key stories with WOW factor.
- Craft compelling content across marketing channels (e.g. sales documentation, product videos, website copy, blog posts, Quora, and other forums) to articulate the benefits of our products to the world.
- Be alive to market trends, analyse and be knowledgeable on the lifecycle of product stories in the market.
- Test marketing product content, for relevance and appropriateness of publication of the story.
- Assist sales on calls when appropriate to provide deeper dives into the product.
- Speak and present both internally and externally to promote the story of our product and key projects.
- Measure and optimize the buyer journey as it relates to product feature adoption and usage.
- Work with the SEO Digital Manager to measure and evaluate story projects using relevant KPIs and feedback from internal and external stakeholders.

## Essential Requirements

## Essential Qualifications

### General

- Be a cultural ambassador for Blackfinch and lead by example. Fostering a can-do attitude and one that develops self and other team members to aspire to continually improve.
- Ensure compliance with all company policies, regulatory, professional and legal requirements.
- Attend ad-hoc industry conferences, networking and campaign events (as agreed by the Head of Marketing) to represent the Blackfinch brand.

- A minimum of 4 years past experience in digital marketing, product marketing, and/or product management.
- Excellent written and verbal communication skills --- there is a heavy amount of writing and presenting/selling ideas in this role.
- Proven ability working in a collaborative, cross-team capacity forging meaningful relationships with team members. This role requires you to work across functions and departments to bring to life the product. You are at the centre of our entire company, constantly interacting with team colleagues and prospects.

- 2:1 BA / BSc degree or equivalent working experience.
- Hold or be working towards or prepared to work towards achieving a relevant professional qualification.

### Desirable Qualifications

- Either hold or be working towards or prepared to work towards achieving an ESG 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

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