

MARKETING MANAGER

September 2021

This is a full time role working for both CIC London and Banque Transatlantique on marketing and communication related tasks. The successful candidate will be a self-starter with at least 3 years relevant experience.

JOB DESCRIPTION / RESPONSIBILITIES

Marketing & Digital Branding

- Overseeing and approving marketing material, from pitch presentations to hard copy brochures and case studies
- Updating and monitoring the Banks's websites (SEO, referencing) and social media accounts (LinkedIn, Twitter etc.)
- Developing strategies and tactics to get the word out about our Branch and drive qualified traffic to our front door
- Deploying successful marketing campaigns and owning their implementation from conception to execution including performance monitoring and report
- Preparing & managing the marketing budget and ensuring that all marketing material is in line with our brand identity.

Editing and Content management

- Being a source of ideas for our media coverage such as articles, posts, videos and other contents, client events, marketing documentation (from audience definition, proof of concept to execution)
- Setting up and implementing the governance process related to Website and Social media account management
- Working and assisting colleagues with Client Presentations bringing professional expertise to the process
- Providing support to the Branch intranet tool and internal communication (newsletter)

Event Management & Partnerships

- Building strategic relationships and partner with key industry players
- On a request basis, supporting the Banks by realising specific market analysis/research.
- Arranging events, assisting with the planning of client events including invitations, response monitoring, venue searching and booking, organisation and overall logistics of such events

ABOUT CIC

Crédit Industriel et Commercial (CIC) is a major French bank. With presence in the city since 1895, CIC London offers a complete set of funding solutions for businesses in the UK and across Europe including acquisition finance, corporate finance, project finance, private debt solutions (through CLO investments and management) and asset based finance.

ABOUT CRÉDIT MUTUEL

Being the oldest French banking institution dating from 1859, CIC is part of the Crédit Mutuel Alliance Fédérale which is one of the 10 largest European banks. With 82,000 employees, 34.8 million customers and a network in 38 countries outside France, Crédit Mutuel Alliance Fédérale is active in retail banking, insurance, corporate banking, capital markets, private banking and private equity.

As a mutual bank, Crédit Mutuel Alliance Fédérale is owned by its eight million members and customers. It prides itself in taking a long term sustainable strategic view when it comes to its approach to banking. As a result, it is one of the highest rated European Banks (Moody's Aa3, S&P A, Fitch AA-) and enjoys one of the strongest capital positions (CET1: 18.1%).



PROFESSIONAL EXPERIENCE / COMPETENCIES

- Demonstrable experience in marketing together with the potential and attitude required to learn
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Solid knowledge of website analytics tools (e.g., Google Analytics)
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- A sense of aesthetics and a love for great copy and witty communication
- Up-to-date with the latest trends and best practices in online marketing and measurement
- IT competencies:
 - MS Office (Excellent level)
 - Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere Pro) and CMS experience (Operational level)
- Good organisational and interpersonal skills, attention to detail
- Ability to prioritise and flexibility
- Ability to work to deadlines
- Ability to work alone and as part of a team
- Good communication skills
- BSc/MSc degree in Marketing or related field
- Previous Banking/Professional Services experience
- Fluency in French beneficial

NEXT STEPS

Please send your CV and cover letter to humanresources@london.cic.fr

Please note that only successful candidates will be contacted for the next stage. **NO AGENCIES**

USEFUL LINKS

CIC London

www.ciclondon.com

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company/cic-london](http://www.linkedin.com/company/cic-london)