

fidelius.



Marketing Manager

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Function	Commercial
Reports to	Head of Commercial
Line Reports	None
Purpose of Role	Responsible for supporting the Head of Commercial in the implementation and management of Fidelius' Marketing Strategy and associated campaigns. Responsible for the management of Fidelius' Social Media Strategy and first point of contact for all marketing, communications (internal and external) and brand related activities, liaising directly with stakeholders across the business.

Key responsibilities

1. Marketing

- Manage the marketing process for all group brands through the development of the marketing collateral, ensuring documents and presentations adhere to brand guidelines.
- Plan and deliver the group marketing strategy in line with the company growth strategies, working closely with the Board of Directors to achieve company objectives
- Build and develop the marketing function within the company
- Support the Head of Commercial with the design and delivery of client engagement strategies for each service line.
- Responsible for the on-going marketing of Fidelius and its acquisition campaigns through different Social Media channels, primarily LinkedIn.
- Be the owner the Fidelius and Fidelius Medical websites through:
 - Creating and managing new website content in line with the marketing plan within the website content management system (CMS)
 - Managing relationships with website developers and hosts
 - Updating content when required including adding and removing professional bios.
 - Coordinate any changes required E.g. new proposition pages required.
 - Maintaining measurement tools such as Google Analytics and Search Console
- Responsible for maintaining any relationships we have with external marketing Companies.
- Offer marketing support for all group brands, including newly acquired businesses
- Create material for the company's inorganic strategy
- Identify and build new resources as part of developing the Fidelius brand
- Establish new marketing processes to facilitate the marketing strategy
- Collaborate with the Compliance team to ensure all marketing activity complies with financial regulations and keep client facing material up to date in line with Consumer Duty
- Create engaging content across a wide range of formats, covering blogs, case studies, PR and videos, using Adobe Photoshop, Illustrator and Premiere Pro
- Work with the Head of Commercial and other key stakeholders to build company pitch decks

- Create and manage a range of marketing templates and master copies to be used around the business
- Lead the process for creating group award submissions to boost brand PR
- Work closely with the Advice Solutions Team to create resources for Financial Planners and clients
- Work with the Business Development Manager to achieve business growth objectives
- Facilitate ideas which require marketing support from across the business
- Regularly review proposition document libraries to ensure material is up to date

2. Communications

- Lead and maintain the PR program for Fidelius group and in the promotion and ongoing refinement of the Fidelius Group Brand.
- Prepare and assist with creating content for various internal (employee) and external (clients and trade press) communication channels, with stakeholders from around the business.
- Create and own the ongoing content programme constructed in conjunction with the Central Investment Proposition (CIP) team.
- Manage the delivery and scheduling of communications activity, working with stakeholders from around the business including the Fidelius Board of Directors and Leadership team
- Build and manage the comms process for company communications
- Manage external relationships with PR agencies and press
- Support in tracking, measuring and reporting communications effectiveness.
- Research and produce high-quality editorial content for publication across local, national, and trade media outlets, enhancing brand visibility and securing press coverage whilst collaborating with Directors for any features
- Supporting internal departments on developing the SharePoint site
- Build and own the group crisis communications strategy
- Work with the COO and Head of HR on building and owning an internal communications strategy

3. External Relationships and Events

- Regular attendance at professional connection and client events.
- Develop and sustain long-term relationships with introducers and trade press.
- Build and maintain relationships with external partners through attendance at events and social media to identify opportunities for Fidelius to raise its profile.
- Assist the Director of Corporate Development in the construction and delivery of direct to Client initiatives for the Fidelius group.
- Work with individuals and teams to plan, manage and deliver events; source and liaise with suppliers and venues; manage the production and distribution of invitations and manage RSVPs. Event manage on the day where applicable.
- Manage the design and production of marketing materials, including brochures, event invitations, e-newsletters and mailshots; liaise with designers and printers; purchasing of merchandise.
- Be the owner of the Fidelius brand, overseeing the use of our branding and ensuring brand guidelines are applied.

- Launch a new webinar platform, then work across the business to host webinars including the communications before and after webinars, hosting of webinars and the recording and creation of material
- Collaborate with introducer businesses on planning and hosting events
- Manage the marketing materials available to the Fidelius Medical brand, including the triage team and financial planners
- Liaise with the British Medical Association marketing and partnership team to drive traffic to Fidelius Medical
- Take ownership of the company's Bath Rugby hospitality box, facilitating networking opportunities for Fidelius employees, including being the central point of contact for Bath Rugby Club for match logistics. This includes acting as a host when attending the box

4. Compliance

- Ensure that employee data across the group is collected, stored, and processed in accordance with GDPR and internal governance standards.
- Always comply with FCA, TCF, Data Protection and internal regulatory frameworks to mitigate risk of breaches across the group's business entities.
- The role requires an understanding of and adherence to the FCA's Consumer Duty, ensuring that all actions and decisions support good client outcomes and reflect our commitment to delivering fair value and clear, suitable advice

Knowledge, Skills and Competencies

Experience:

- Working within a similar role.
- Knowledge of Adobe InDesign
- Marketing through social media, the maintaining of websites and updating of business collateral.
- Copywriting, proofreading and editing marketing material.
- Working with all Microsoft Office applications.
- Running marketing and PR campaigns.
- Managing third party relationships.
- Running corporate and client networking events.
- Running D2C campaigns and other client engagement strategies.
- Providing Executive support.

Our Ways of Working

Accountable

- Takes ownership and accountability for their actions and tasks.
- Steps outside of comfort zone to learn and develop.
- Organised and efficient, manages their own time effectively and prioritises to maximise productivity.
- Keeps promises and delivers what they say they will.

Collaborative

- Is inclusive, respectful and supportive of others.
- Listens and takes on-board the views of others.
- Communicates in a timely and effective manner for the best outcomes.
- Shares knowledge and experiences to improve results.

Inquisitive

- Seeks opportunities to create efficiency and improve ways of working.
- Appropriately challenges ways of working.
- Willing to understand different ways of working in different teams.
- Confidently and constructively questions processes.

Transparent

- Honest and trustworthy, treating everyone with respect.
- Straightforward with communication.
- Clear and concise with others at all times.

Aware

- Is aware of the impact of their own actions, styles and behaviours on others.
- Gives support, praise and feedback to others in a constructive manner and receives feedback or challenge graciously and with an open mind.
- Reflects on feedback received to develop themselves.

Adaptable

- Embraces and positively endorses change, finding ways to support the situation.
- Demonstrates flexibility where priorities or deliverables need to change and takes responsibility for continuous review.
- Adopts a flexible approach to projects, tasks and others.

Determined

- Has a can-do attitude.
- Takes responsibility for their own development.
- Copes effectively under pressure.
- Delivers on promises, expectations, roles and responsibilities



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