



Marketing & Communications Executive

Based in the City of London and remotely

Salary £30,000-£32,000 per annum, depending on experience.

Plus £7.5% company pension contribution

A travel allowance which has a value of £2,500 per annum

The option to split your working week between working from home and in the London office

Discretionary Bonus

Join our fun and fast-paced global Marketing and Communications team to create, plan and implement a world-class communications programme. This role focuses on increasing engagement and producing content that helps our organisation set the highest standards of excellence, ethics and integrity for the stakeholders and members we represent working in financial services around the world.

You will be:

- Producing high quality communications plans, which include cost-efficient, measurable and tailored content.
- Implementing the CISI's communication schedules and presenting them to senior managers.
- Creating data lists and reports for CISI communications activities.
- Initiating and supervising the production of all content and promotional materials across all media (online and offline) to a deadline.
- Proactively supporting the wider marketing team with communications outputs for marketing projects.
- Supporting the Head of Media Relations with public relations and external affairs.
- Ensuring that the budget allocated to implement the communications schedule is adhered to.
- Managing crisis communications ensuring clear, approved, concise messages to a deadline.
- Actively striving for and promoting engagement with CISI members through all channels.
- Contributing to cross-product Institute wide marketing initiatives.
- Providing analysis of all external communications for future development of projects.

You will have the following skills and experience:

- Minimum of two years relevant experience in a Marketing / Communications role
- Marketing qualification (higher education or professional qualification)
- Experience of Google Analytics 4
- Experience creating and implementing marketing plans
- Experience editing website content and some knowledge of HTML
- Experience in SEO and analysis and reporting of website analytics
- Experience of digital advertising techniques (website, email and social media) and reporting on ROI

The ideal candidate will also have these attributes:

- Excellent communication and organisation skills
- The confidence and initiative to work independently
- The ability to multi-task and demonstrate flexibility
- A strong attention to detail and the ability to think creatively and analytically

We offer a competitive remuneration package, which includes:

- 7½% company pension contribution into a personal pension, in addition to your own contribution of 1½% via salary exchange
- Life insurance and income protection insurance
- A Wellness Allowance of up to £30 a month
- 26 days leave per annum (which includes three days at Christmas)
- A travel allowance after passing probation which has a value of £2,500 per annum
- The option to split your working week between working from home and in the London office after passing probation
- After one year's service, private medical insurance cover, and annual travel insurance cover

Candidate Adjustments

As part of the interview process for this role, candidates are asked to complete a written exercise. At CISI we encourage applications from a neurodiverse workforce so please do reach out to HR@cisi.org to discuss reasonable adjustments if required.

Our London office is open plan with agile desk booking; however, we are able to arrange reasonable adjustments for candidates that require a fixed working space.

Please send your CV, salary expectation and availability to HR@cisi.org

We value the contribution that employees with different views and experience bring to the Institute and are committed to promoting equality, inclusion and diversity. We hope to receive applications from a wide range of talented people irrespective of their race, religion or belief, gender, age, gender identity, neurodiversity, disability, sexual orientation, ethnic origin, political belief, social class, relationship status or caring responsibilities.

The Chartered Institute for Securities & Investment is the leading professional body for securities, investment, wealth and financial planning professionals. Formed in 1992 by London Stock Exchange practitioners, we have a global community, which aims to promote high standards of competence and integrity to more than 50,000 members in over 100 countries. We are also the main examining body for the sector, offering our internationally recognised exams globally.

Its purpose is "*To champion lifelong learning and integrity, raising individual standards of knowledge, skills and behaviour globally to enhance public trust and confidence in financial services.*"

For more information on the CISI, please see our website at www.cisi.org