DRAFT

Job title: Marketing Executive

Reports to: Director of Marketing

Division: Marketing

Role purpose:
AFME is the voice of Europe’s wholesale financial markets and represents the leading global and European banks and other significant capital market players. The organisation focuses on market, business and prudential issues taking a pan-European perspective, bringing to bear policy and technical expertise in advocacy with European and global policymakers. The marketing function at AFME covers membership recruitment and engagement, conferences and events and corporate creative services.

As an integral part of a ten person team the job holder will be:
- Providing a resource for AFME in design, publications and corporate creative services by directly managing branding and corporate identity matters, printed marketing material and corporate literature, but also by providing professional advice across the organisation on design and print production matters.
- Taking ownership of particular work streams within the marketing function to support the team in delivering activities that attract and engage members and that provide advocacy and deliver revenue through conferences and events.

<table>
<thead>
<tr>
<th>Key accountabilities</th>
<th>Key activities / Decision areas</th>
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</table>
| Deliver effective and professional publications and creative materials that meet AFME business objectives | • Manage the following (not exclusive list) publication projects within time and cost constraints:  
  - Annual report  
  - Member-facing materials including membership packs and membership brochure  
  - Conference and event guides and collateral  
  - Reports and White Papers.  
  - Manage production of printed stationery and corporate templates, including PowerPoint templates.  
  - Manage corporate identity and adherence to corporate identity standards.  
  - Develop and maintain relationships within the design and print industry so that appropriate suppliers are used. Manage those suppliers and act as primary point of contact, negotiating fees and service levels for the whole organisation.  
  - Produce and manage creative services budgets.  
  - Work closely with external relations function on content matters and coordination of electronic and printed communications. |
| Support the membership function and the membership manager in delivering their objectives | • Managing and monitoring the member engagement programme.  
  • Managing and monitoring the new member on-boarding programme.  
  • Acting as a deputy for the membership manager when occasionally necessary and appropriate.  
  • Supporting member promotional activities such as manning the membership stand at AFME events, as required. |
| Support the conference and events function and the head of events in delivering their objectives | • Planning, developing and implementing promotional marketing campaigns for particular conferences and events.  
  • Managing and administering the strategic bank partnership programme.  
  • Supporting the event marketing meeting programme. |
Main contacts (external and internal)

<table>
<thead>
<tr>
<th>Contact group</th>
<th>Frequency</th>
<th>Purpose</th>
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</thead>
<tbody>
<tr>
<td>CEO and Senior Management Team</td>
<td>Occasional</td>
<td>Discuss projects, provide updates, resolve issues</td>
</tr>
<tr>
<td>AFME staff (in particular MDs and Directors)</td>
<td>Regular</td>
<td>Advise, identify projects and agree actions</td>
</tr>
<tr>
<td>AFME committees</td>
<td>Occasional</td>
<td>Present projects and provide updates</td>
</tr>
<tr>
<td>AFME members</td>
<td>Occasional</td>
<td>Meeting in person and/or telephone contact during membership projects</td>
</tr>
<tr>
<td>External suppliers</td>
<td>Regular</td>
<td>Managing projects</td>
</tr>
</tbody>
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Person specification

Key competencies

**Essential:**
- Native-speaker level fluency in English with excellent verbal and written communications skills.
- Strong communicator with excellent influencing and networking skills
- Organised with strong attention to detail and consistency
- Excellent planning and campaign/project management skills and ability to set priorities and multi-task
- Ability to work to tight deadlines and under pressure
- Ability to think ahead and pre-empt business needs
- Ability to build internal and external relationships and deal credibly at a range of levels in an organisation.
- Team player with a collaborative approach, who embraces cross-functional working.

**Desirable:**
- Competence in European languages in addition to English.
- Familiarity with content management and CRM systems.

Knowledge skills and experience

**Essential:**
- Demonstrable experience in managing external suppliers, understanding supplier needs and building key relationships, in particular with design agencies and printers.
- Minimum two year track record in print and production in financial sector including familiarity with presenting financial information.
- Familiarity with elements in integrated marketing and communications such as public relations, media relations, event management, web sites and how they work together.

**Desirable:**
- Broad knowledge how wholesale financial markets operate
- Experience of working alongside external/public relations functions.

About us
The Association for Financial Markets in Europe (AFME) represents a broad array of European and global participants in the wholesale financial markets. Its members comprise pan-EU and global banks as well as key regional banks, brokers, law firms, investors and other financial market participants. We advocate stable, competitive, sustainable European financial markets that support economic growth and benefit society.


For more information please visit the AFME website, [www.afme.eu](http://www.afme.eu) or follow us on Twitter: @news_from_afme