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<b>Job title:</b> Interim Marketing Executive	<b>Reports to:</b> Head of Media Relations
<b>Division:</b> Marketing	
<p><b>Role purpose:</b></p> <p>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 supports our communications initiatives, membership recruitment and engagement, conferences and events and AFME's digital platforms.</p> <p>AFME is currently looking to recruit an Interim Marketing Executive to cover a maternity leave for 11 months. The successful post holder will have a flexible attitude and be able to adapt to changing responsibilities as the role evolves in the coming 11 months. As an integral part of the team the job holder will be:</p> <ul style="list-style-type: none"> <li>• Project managing the publications design process and recommending consistent branding for printed and online communications, as well as events marketing material and corporate literature. This also includes providing professional advice across the organisation on print production.</li> <li>• Support the communications, digital platform and events teams in delivering activities that attract and engage members and that provide advocacy and deliver revenue through new membership and events.</li> </ul>	

Key accountabilities	Key activities / Decision areas
Deliver effective and professional publications and creative materials that meet AFME business objectives	<ul style="list-style-type: none"> <li>• Actively project manage the design and production of the following (not exclusive list) publication projects within time and cost constraints: <ul style="list-style-type: none"> <li>▪ Annual Review</li> <li>▪ Member-facing materials</li> <li>▪ Conference and event guides and collateral</li> <li>▪ Reports and White Papers.</li> </ul> </li> <li>• Manage production of printed stationery and corporate templates, including PowerPoint templates.</li> <li>• 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.</li> <li>• Work closely with the wider business on content matters and coordination of electronic and printed communications.</li> </ul>
Support the membership function in delivering their objectives	<ul style="list-style-type: none"> <li>• Supporting the production of membership materials, including membership packs and brochure.</li> <li>• Helping to produce the monthly member newsletter</li> </ul>
Support the conference and events function in delivering their objectives	<ul style="list-style-type: none"> <li>• Overall project management and implementation of AFME's event marketing activities including (not exhaustive list): <ul style="list-style-type: none"> <li>○ Researching new media and event endorsers</li> <li>○ Manging AFME's overall mass email communication calendar</li> <li>○ Project manging end-to-end email campaigns, including planning, copywriting, segmenting, targeting, testing, scheduling, reporting and optimisation of campaigns, in consultation with the events, communications and membership teams where appropriate.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Monitoring analytics showing the results of each marketing campaign for AFME events to tailor future campaigns accordingly.</li> </ul>
Support and manage AFME's digitalisation	<ul style="list-style-type: none"> <li>● Assist in the management of content and display across AFME's corporate and intranet websites, including direction of web design and website maintenance.</li> <li>● Responsible for supporting development and optimising our digital marketing campaigns across all digital channels.</li> <li>● Leading on continuous advancements of our email capabilities including targeting, personalisation and template development.</li> <li>● Supporting the Digital Platforms Manager with phase two of AFME's digitalisation strategy.</li> <li>● Conducting webpage audits and monitoring for inconsistencies.</li> </ul>

Main contacts (external and internal)		
Contact group	Frequency	Purpose
<ul style="list-style-type: none"> <li>▪ CEO and Senior Management Team</li> </ul>	Occasional	Discuss projects, provide updates, resolve issues
<ul style="list-style-type: none"> <li>▪ AFME staff (in particular MDs and Directors)</li> </ul>	Regular	Advise, identify projects and agree actions
<ul style="list-style-type: none"> <li>▪ External suppliers</li> </ul>	Regular	Managing projects

Person specification
<p><b>Key competencies</b></p> <p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>● Native-speaker level fluency in English with excellent verbal and written communications skills.</li> <li>● Strong communicator with excellent influencing and networking skills</li> <li>● Organised with strong attention to detail and consistency</li> <li>● Excellent planning and campaign/project management skills and ability to set priorities and multi-task</li> <li>● Ability to work to tight deadlines and under pressure</li> <li>● Ability to think ahead and pre-empt business needs</li> <li>● Ability to build internal and external relationships and deal credibly at a range of levels in an organisation.</li> <li>● Team player with a collaborative approach, who embraces cross-functional working.</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>● Competence in European languages in addition to English.</li> <li>● Demonstrated experience in a similar role, ideally from within a financial services industry role.</li> <li>● Familiarity with Episerver, Microsoft Dynamics and Dotmailer systems</li> <li>● Knowledge of social media campaigns and Google analytics</li> <li>● Graphic design skills with experience in Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver) and Adobe Acrobat Pro</li> <li>● Knowledge and experience working with social media as a content channel</li> </ul> <p><b>Knowledge skills and experience</b></p> <p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>● Demonstrable experience in managing external suppliers, understanding supplier needs and building key relationships, in particular with design agencies and printers.</li> <li>● Minimum two-years' experience in print and production ideally within the financial sector, including familiarity with presenting financial information.</li> </ul>

- Familiarity with elements in integrated marketing and communications, such as public relations, media relations, event management, websites and how they work together.

## 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.

AFME is the European member of the Global Financial Markets Association (GFMA), a global alliance with the Securities Industry and Financial Markets Association (SIFMA) in the US, and the Asia Securities Industry and Financial Markets Association (ASIFMA) in Asia.

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