


## Marketing Communications Manager

We are looking for a Marketing Communications Manager to join our Marketing team based at our London office.

The successful candidate will work alongside Premier Miton's Investment and Distribution teams, producing a range of engaging, promotional, educational and informative investment, editorial & thought-leadership content. The content will cover different asset classes & strategies (UK equity, global equity, multi-asset, fixed income, ESG), for different audience types (retail investors, investment-led intermediaries, wealth managers and institutional investors) and across a range of media, including emarketing, product information, sales aids, webinars, webcasts, videos, podcasts and social media.

If you are interested in the role, please send your CV together with details of your Right to Work in the UK to:

[Recruitment@premierfunds.co.uk](mailto:Recruitment@premierfunds.co.uk)



**Premier Miton's purpose and values**  
To actively and responsibly manage our clients' investments for a better financial future

Dedicated   Passionate   Responsible   Independent   Collegiate

## Job Description

### Principal Responsibilities / Deliverables

Responsibility	Associated Tasks / Deliverables
Planning	<ul style="list-style-type: none"> <li>– Maintain and deliver a schedule of regular investment insight notes, articles, podcasts, social media &amp; other communications</li> <li>– Pro-actively manage planning schedule to keep work on track and meet agreed deadlines</li> <li>– Maintain up-to-date procedures and adhere to all internal policies &amp; processes</li> </ul>
Content creation	<ul style="list-style-type: none"> <li>– Researching, writing and editing investment content, covering the Group's range of funds, portfolios and investment trusts</li> <li>– Idea generation for articles, sales aids, insight notes, educational content and thought leadership pieces</li> <li>– Collaborating with investment teams to create engaging, effective and professional content, to increase awareness of and provide updates on the firm's key capabilities &amp; strategies</li> <li>– Drafting and templating emarketing content, preparing questions and key messages for videos and webinars, and organising production of relevant associated materials, including presentations for webinars</li> </ul>
Editing	<ul style="list-style-type: none"> <li>– Assist in the drafting, editing, approval and distribution of other investment content including but not limited to regular client investment reporting, fund manager updates, report &amp; account investment reviews and fund manager insight notes</li> </ul>
Approval	<ul style="list-style-type: none"> <li>– Ensure approval of communications including from technical specialists e.g., fund managers, and compliance team, to ensure adherence with Financial Conduct Authority rules and internal marketing financial promotions guidance</li> </ul>
Measurement	<ul style="list-style-type: none"> <li>– Use relevant metrics to analyse impact of investment communications</li> <li>– Use metrics to identify opportunities for improvement in future investment communications</li> </ul>

Responsibility	Associated Tasks / Deliverables
Proof reading	<ul style="list-style-type: none"> <li>– Sense-check communications for accuracy, clarity and transparency</li> <li>– Check and correct communications for grammatical errors</li> <li>– Ensure all communications adhere to the FCA rules and guidance, including being fair, clear and not misleading, to assist customers in making informed investment decisions</li> </ul>
Self-Management	<ul style="list-style-type: none"> <li>– Demonstrate competent time &amp; workload management</li> <li>– Work proactively and collaboratively with management; attend meetings and other presentations; carry out all duties, along with any non-core duties as may be reasonably required by the management team, in a timely, efficient manner and with good will</li> <li>– Compliance with Financial Conduct Authority rules and the principles of treating customers fairly when producing communication material</li> </ul>
Individual Conduct	<ul style="list-style-type: none"> <li>– Act with integrity.</li> <li>– Act with due care, skill and diligence.</li> <li>– Pay due regard to the interests of customers and treat them fairly.</li> <li>– Observe proper standards of market conduct.</li> </ul>

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**Education, Experience, Skills and Abilities, etc.**

	<b>Essential / Desirable</b>
<b>Education / Qualification</b> <ul style="list-style-type: none"><li>– Degree-educated or equivalent experience in Financial Marketing (Asset Management)</li></ul>	E
<b>Experience / Knowledge</b> <ul style="list-style-type: none"><li>– Significant experience of working in an asset management company</li><li>– A strong knowledge of investment products, asset classes and financial markets and the ability to apply this knowledge effectively to written communications</li><li>– A very good understanding of Compliance frameworks from a marketing perspective</li><li>– Experience of writing investment content</li></ul>	E
<b>Skills</b> <ul style="list-style-type: none"><li>– An excellent communicator, who can demonstrate passion for the role</li><li>– An efficient, calm, proactive and flexible approach; manages multiple priorities; adapts quickly to changing requirements in a fast-paced working environment</li><li>– Pro-active and solutions-driven; able to self-motivate.</li><li>– High standards of accuracy</li><li>– Self-starter who is comfortable working with a high degree of autonomy</li><li>– Numerate and with excellent use of English</li></ul>	E  E

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**Characteristics**

- A diplomatic and respectful manner when dealing with colleagues, senior management and third parties
- Listens carefully and deploys sensitive presentation and influencing skills to establish credibility
- Strong communicator with an ability to motivate others
- Enthused, energetic and driven individual
- Maintains absolute integrity and confidentiality
- Trustworthy, honest, credible and reliable
- Consistently adopts a professional manner

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**Other Information**

Hybrid working available but expectation of c 3 days in the London office