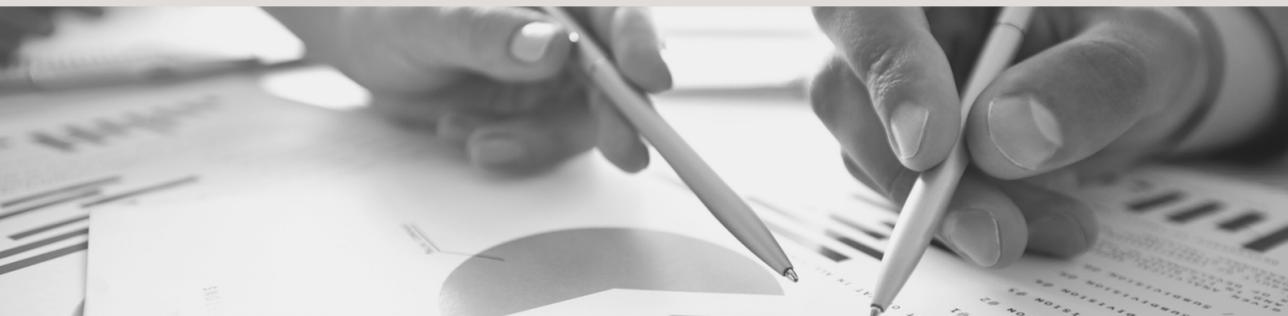


# GreenKite Marketing & Communications Manager



Launched in October 2019, GreenKite is the brainchild of diverse experts sharing a deep passion for Insurance, and long-held ambitions to support firms of all sizes to grow and deliver lasting Value. We set out to build an independent consultancy with Transparency, Collaboration and Customer-centricity at its heart. We're building the firm we've always wanted to work for!

We're two-and-a-half years into our mission to bring a fresh alternative in Professional Services and we're now looking to appoint our very first Marketing & Communications Manager to be part of the Team that takes us to the next level.

## Recognise yourself from this description?

Technically accomplished. Passionate. Collaborative. Authentic. Values-driven.

## That's us, too!

You may be looking for that next step-up in your Marketing & Communications career, or a Returner wanting to get back into the work you love and are brilliant at – there are some things we know we need to make us the best fit for each other (and you'll have your own list), so check out the details and/or contact Gemma Friar ([gemmaf@greenkiteassociates.com](mailto:gemmaf@greenkiteassociates.com)) for an informal chat.

**If you're looking for the opportunity to put your Social, Data, Brand and Communications skills and experience to work at the very heart of growing our forward-looking, ambitious business, get in touch. We'd love to hear from you.**

## Job Role/Responsibilities

### Brand Awareness

- Planning and execution to drive awareness of GK
- Creation and maintenance of our Service Proposition Collateral
- Oversee, manage and contribute to GK's digital content including:
  - GK LinkedIn, Twitter and Insta social media presence
  - Our email marketing activities campaigns (via HubSpot)
  - GK's Content channels

### Lead Generation & Data

- Planning and execution to improve GK's Lead Generation processes
- Devise & manage GK's sponsored LinkedIn online campaigns activities
- Manage GK's events, conference & media partner activities including follow-up strategy and execution
- Help us develop and manage our Data

### Management/Leadership

- Provide expert specialist support to GK Senior Leadership Team on Marketing & Communications Strategy
- Contribute to the annual Marcomms Budget and Plan
- Manage outsourced specialist suppliers e.g., Design, Web Development, PR
- Be the guardian of the GK brand, including updating the Brand Guidelines
- Measure & monitor performance of above activities, and present to the Senior Leadership Team
- Collaborate with, direct and/or manage internal people resource(s)

## What're We Looking For in YOU:

- A minimum of 2 years' hands-on in Marketing & Communications
- Experience and expertise in:
  - brand development and management
  - developing and implementing Digital/Social Marketing & Content plans/campaigns, especially LinkedIn
  - delivering increased sales and/ or service referrals through Marketing activity, including media and other partnerships
  - working with/managing specialist suppliers e.g., Design, Web Development
  - growing Data quantity and quality
  - setting and measuring KPIs, including costs
- Proficiency as a user of business and Marketing-specific packages, e.g., HubSpot
- Excellent communication skills, both written (including copy) and verbal
- You love learning about new stuff, and excel in taking complex topics and making them accessible to experts and non-experts alike
- You'll be self-starting, commercially-minded, and highly-organised, used to juggling projects and priorities

## Even better if You have...

- qualifications in Digital, Marketing, or a related or relevant area
- experience and/or a real interest in B2B Marketing, Technology and/or Insurance/Financial Services
- experience and/or real interest in organising events, virtual and in-person
- worked for and/or in a start-up or fast-growing business



## A Day in the Life...

- Edit a Blog written by one of our GK Subject Matter Experts
- Work with a GK Subject Matter Expert to create new collateral for a GK Service Area
- Coordinate the production of a client proposal (RFP) working with GK internal experts
- Write an Awards submission for GK
- Specify the next set of GK web site changes, and agree the plan with our external suppliers
- Present and discuss GK's Marcomms Metrics with the GK Leadership Team at the Monthly Working Board
- Work with GK's HR Consultant to spec and execute a paid-for LinkedIn recruitment campaign for a new Technical role

## The Details

**Reporting to:** Co-Founder, Customer & Innovation Lead

**Salary:** £35-45K per annum pro rata (based on experience)

### Benefits:

- Private medical Insurance for yourself, with the option to add partner and / or dependant children onto the scheme at your own cost
- Group Income Protection Scheme
- Group Life Assurance scheme
- Pension (4% employer contribution)
- 20 days holiday (plus bank holidays)
- Use of a Company laptop
- Access to WeCare – a free, confidential service offering private GP consultations, counselling and wellness support to our employees and their immediate families.
- Access to City Parents online portal...which is inclusive of everyone, not just parents! An online platform offering positive and practical support and resources covering careers, families, inclusion, wellbeing and workplace.

**Hours:** minimum 28 hours over 5 day working week (Mon-Fri)

**Location:** GK is a 'remote-first' business, and this position will work from home, although there may be some (limited) UK-based travel requirements.

Sounds like the right job for you?

Drop us an up-to-date copy of your CV to [recruitment@greenkiteassociates.com](mailto:recruitment@greenkiteassociates.com)

When do we need to hear from you by?

**Your CV needs to have landed with us by May 24th**