

## CMC405 – Marketing Manager – UK (FTC)

**Department** Marketing  
**Reporting to** Head of Marketing, Europe (Interim)

Since launching in 1989, CMC Markets (CMC) has become one of the world's leading online financial trading businesses. CMC is listed on the London Stock Exchanges and serves retail and institutional clients through regulated offices and branches in 14 countries.

CMC offers an award winning online and mobile trading platform, enabling clients to trade up to 10,000 financial instruments across shares, indices, foreign currencies, commodities and treasuries through contracts for difference. In Australia, the Group also offers stockbroking services.

CMC is committed to recruiting, developing, retaining and motivating exceptional people who are talented, innovative and focussed on delivering excellence. We acknowledge that this goes hand in hand with the Group's ongoing and future success. This is achieved through embedding the Group's values throughout the workforce as well as offering competitive rewards and benefits.

The Group values centre on quality, clients and integrity.

- Put clients first
- Lead with quality
- Set the standards

More detail on the Group can be found on <https://www.cmcmarkets.com/group/>

### ROLE AND RESPONSIBILITIES

- To create, deliver and manage the UK marketing communications strategy, ensuring all content goes through local compliance and regulations process;
- Implement UK brand campaigns and work closely with regional marketing managers to ensure all local marketing campaigns are executed in line with Group Marketing brand guidelines;
- Support the Head of Marketing, Europe (Interim) in day to day running of all marketing campaigns;
- Manage the monthly UK Marketing spend, ensuring alignment with the allocated budget;
- Monitor and analyse UK website and digital advertising performance with support from the group digital team;
- Support group retention team with client communications for the UK market;
- Responsible for managing UK social media channels and managing the social content creation process;
- Work closely with our content team and market analysts to be able to create timely content as well as utilising longer form web content and modifying for social;
- Carrying our regular tests on creative and content to determine what resonates most with our audiences across different channels;
- Prepare regular reporting channel performance and conversions for the Head of Marketing, Europe (Interim);

- Conduct regularly analysis on competitor activity;
- Support with the monthly media booking schedule, ensuring publishers have assets required and raising new asset requests;
- Promote and grow the company's brand and business within the region;
- Maintain the CMC Markets brand in accordance with global guidelines;
- Maintain personal/professional development to meet the changing demands of the role, including all relevant regulatory and legislative training;
- When dealing with all customers, clients or colleagues ensure that we provide a clear, fair and consistent high quality service that presents a professional and positive image of CMC Markets Take all reasonable steps to ensure appropriate confidentiality;
- Undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this role.

## KEY SKILLS AND EXPERIENCE

### Essential criteria

- Social channel management experience, with particular focus on Twitter, Facebook & LinkedIn;
- Marketing campaign rollout experience;
- Experience working with external agencies (media / creative);
- Experience of lead generation activities in B2C environment;
- Strong copywriting skills;
- Excellent attention to detail;
- Excellent communication and interpersonal skills;
- Ability to work within fast paced, dynamic environment;
- Self-motivated and driven; able to act on own initiative.

### Desirable criteria

- Experience of working in Financial Services;
- Customer lifecycle (retention, loyalty) experience;
- Proficient in using Google Analytics;
- CMC Markets is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability or age.

## KEY OBJECTIVES/ KPIS

- As per performance review

## COMPETENCIES

- Excellent analytical and creative skills
- Strong drive for results
- Digital thinking
- Business acumen
- Communication and stakeholder management
- Solid multi-tasking and organization skills
- Works with others to deliver results
- Takes personal responsibility to deliver results
- Customer focus
- Resilience and adaptability
- Problem solving

The Company reserves the right to review, alter and amend job descriptions from time to time in line with business requirements.

**Job holder name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_