

Job Title:	Senior Marketing Executive - Copia
Department:	Copia
Business/Function:	Marketing
Main Location:	London
Reports To:	Head of Copia
Job Summary/Purpose	
The role is to work within the Copia business unit of Novia Financial to provide all required Copia marketing deliverables.	
Key Responsibilities	
<p>Management of Copia Marketing web</p> <ul style="list-style-type: none"> • Management of development of website and associated tools • Update and review of web content <p>Management of collateral and all marketing materials</p> <ul style="list-style-type: none"> • Work with the Head of Copia to develop and manage marketing literature • Production and upload of videos • Ongoing maintenance of Portfolio Factsheets • Review of Copia's presence and representation on third party provider sites (initially this is only Novia) • Work with the Sales Team to ensure that they have the sales support materials required • Uploading of all required Copia literature to internal locations with Novia (Intranet and Sales Library) • Liaison with creative agency • Responsibility for document control and sign off procedure in keeping with sign off process <p>External communication</p> <ul style="list-style-type: none"> • Blog • Copia emails <p>Event management</p> <ul style="list-style-type: none"> • Logistics • Communication • Support Literature <p>General</p> <ul style="list-style-type: none"> • Deputising for other team members as required • Knowledge of health and safety policy and practices. If a breach of health and safety regulations is noticed, raise with line manager immediately • Achieve and actively maintain your skills and knowledge to adhere to the Training and Competence standards • Responsible for developing new processes and challenging existing ones, to maximise efficiency and accuracy • Responsible and accountable for own personal development i.e. prepare and actively operate personal training/development plans • Focus on developing, implementing and sharing best practices • Contribute to team objectives • Recognise the importance of working together as a team to maximise team, department and company results <p>You will, from time to time, be required to undertake other activities that fall within your capabilities as directed by management.</p>	
Core Competencies	
Business Focus	
The motivation and ability to apply good financial practice and company procedures at all times	

<p>Operational Excellence Continually delivering and improving excellence for clients and customers</p> <p>Client and Customer Focus Add value to client/customer, adhere to Treating Customers Fairly principles, and operate as a true business partner</p> <p>Communication Communicate clearly and concisely, tailoring content and style, with ability to make a positive impression on others</p> <p>Expert Knowledge Consistent application of professional or specialist knowledge and skills; takes opportunities to contribute to policy and best practice</p> <p>Working With Others Working successfully with others and building a network of good relationships in order to achieve shared goals</p> <p>Performance Focus Demonstrate energy and enthusiasm, takes ownership, delivers results and improves personal performance</p>					
<p>Authority levels</p> <p>This role has sign off authority for pre-formatted ongoing documentation such as the weekly blogs, weekly update emails and fact sheets using provided content.</p> <p>Sign off will be required from Head of Copia for all new literature, new event communications and marketing plans.</p> <p>No budgetary authority.</p>					
<p>Key Contacts</p> <ul style="list-style-type: none"> • Copia Team • Marketing Team • Operational Teams • Sales Team 					
<p>Specialist Skills, Qualifications and Experience</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Essential:</th> <th style="text-align: left;">Desirable:</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> • Good academic record • Experience in a similar role • Strong understanding of investment processes used in Adviser Firms • Excellent attention to detail • Data analysis skills • Ability to communicate effectively at all levels and with all stakeholders • Ability to work well individually and as part of a team • Ability to work well under pressure, and to tight deadlines </td> <td> <ul style="list-style-type: none"> • Degree education or higher • PC literate, in particular MS Office Products • Understanding of the wrap market </td> </tr> </tbody> </table>		Essential:	Desirable:	<ul style="list-style-type: none"> • Good academic record • Experience in a similar role • Strong understanding of investment processes used in Adviser Firms • Excellent attention to detail • Data analysis skills • Ability to communicate effectively at all levels and with all stakeholders • Ability to work well individually and as part of a team • Ability to work well under pressure, and to tight deadlines 	<ul style="list-style-type: none"> • Degree education or higher • PC literate, in particular MS Office Products • Understanding of the wrap market
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