

Job description - Marketing Associate (12-18 month contract)

JOB TITLE:	Marketing Associate
REMUNERATION:	c.£40k depending on experience, plus generous employee benefit package
POSITION:	12-18 month contract, full time
REQUIRED EXPERIENCE:	At least 2-3 years in marketing

About Tribe:

Tribe is an exciting, high growth, award-winning, wealth management firm focussed on values and impact-driven investment management. We believe passionately in the use of capital as a force to drive positive change. We've come through the FCA's Innovation Hub, successfully launched Tribe Impact Capital, developed our sustainable focused investment & impact process and built a diverse client base over the last six years - we're now focussed on growing the Tribe further.

Our approach to investment and wealth management combines our clients' values, their financial aspirations and the change they want to see in the world - their impact. We then build portfolios that reflect these three factors. For wealth holders that want to do well and do good.

We're proud to be members of the B-Corp family and signatories to the UN PRI, Women in Finance Charter, as well as the Science Based Targets Initiative. Locked into our articles is a fixed commitment to contribute a minimum of 20% of annual profits to an impact vehicle that will invest in, and provide grants to, high impact and scalable mission-driven organisations.

We're mission-led, which gives us a sense of purpose: we want to support wealth holders who want to do well by doing good.

Your role:

The marketing team is the guardian of the Tribe brand; responsible for its representation, evolution and promotion in-line with the firm's mission and long-term objectives. The marketing function is responsible for developing, implementing and maintaining all marketing activities across the business.

The marketing associate role is a generalist marketing role, working across multiple marketing channels including communications, events, digital and PR. The marketing associate is responsible for delivering on strategic and tactical initiatives to; build brand awareness, assist client acquisition, and support client retention.

This role will require a sound understanding of the marketing mix and practical, hands-on experience working across different marketing channels. You will work closely with all teams across the business, as well as maintaining relationships with external agencies, industry partners and media contacts.

Strong communication skills, interpersonal skills and a hands-on, “can do” attitude are a must for this role. As the UK’s first impact wealth manager, Tribe is redefining wealth management through an impactful and future-focused proposition and brand which enables originality and creativity from the marketing team, within the FCA guidelines and regulatory responsibilities.

For up to 12 months of this contract you will be working as the main full-time member of the marketing team.

Experience, key skills and competency requirements:

- **Experience** - at least 2-3 years in a marketing role, within the investment or wealth sector.
- **Qualification** - degree or CIM equivalent desirable.
- **Brand management** - familiar with maintaining strong brand guidelines ensuring brand identity and “personality” remains strong throughout all activities.
- **Communications production** - able to carry out a diverse content programme working with different stakeholders to produce a variety of communications from opinion pieces, editorial, research reports and press releases.
- **Content Management System (CMS) management** - can maintain and update the Tribe website via WordPress (Granola).
- **Event planning & execution** - experience delivering in-person and virtual events, working with different internal and external teams to deliver unique client experiences.
- **PR** - support the coordination of releases, press activity and media/journalist engagement.
- **Stakeholder engagement** - able to work with different teams across the business; from the front office teams, to the impact and investment teams through to compliance and operations building effective working relationships.
- **Planning & budgeting** - able to execute on marketing activities in-line with business objectives and within budget.
- **Analysis & reporting** - capabilities in assessing outcomes from marketing activities.
- **Systems** - proficient in Microsoft Office suite, InDesign, Illustrator, Photoshop and WordPress
- **Communication skills** - Excellent written and spoken English and ability to communicate effectively with different stakeholders.

Behavioural qualities:

- The ability to work closely with all teams across the business, with strong communication skills.
- Highly motivated and comfortable working with a degree of autonomy.
- Comfortable being self-sufficient and confident in your skilled abilities to be hands-on (with minimal outsourcing).
- A positive, “can-do” attitude.
- Ability to multi-task and prioritise whilst working across multiple channels and business units.
- Time management will be important to manage an active and diverse workload.
- You’ll be part of a small team, so you’ll need to be able to work well within this dynamic.
- Always acting with integrity.
- Comfortable bringing your true self to work. We’re a mission-driven business that thrives on authenticity, honesty and self-expression

We are a values-driven organisation. As a team, our values underpin our shared beliefs, and in turn guide our culture and behaviour.

Our core values are:

- Forward-thinking - we're working today for a better tomorrow
- Collaborative - we are better together
- Passionate - we love what we do, and it shows

These three together are underpinned by our behavioural foundation: integrity.

These values and our mission give us our sense of purpose: we want to support wealth holders who want to do well by doing good.

Working at Tribe

We're a growing team of mission-driven individuals. As a B Corps, we're aware of our role in society and on the planet, as well as our responsibilities to all stakeholders.

The office is based in the West End of London. Whilst we offer hybrid working, this will be your main place of work.

Interested?

To apply please send a CV and cover letter explaining why you think you're perfect for this role and Tribe to jobs@tribeimpactcapital.com

Please note candidates must have the necessary permits to work in the United Kingdom.

Disclaimer:

All statements are intended only to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of employees so classified. Employees will be required to undertake any additional tasks or duties that may be within their capabilities. Tribe reserves the right to make amendments to the above in response to any material internal or external developments (e.g. market changes, new regulations, internal restructuring).