

## Marketing Manager – Konsentus – Europe

- Type: Permanent
- Salary: GBP 35,000 to 45,000 Annual + Good bonus, equity, pension and other benefits
- Location: Reading, England

Are you an experienced B2B Marketing Manager looking for an exciting new step?

Have you delivered country focused B2B Marketing Campaigns across Europe?

Do you have experience marketing in Financial Services?

Do you want to work for a leading Financial Services Technology (FinTech) software company?

Then this could be an exceptional opportunity for you!

We are Konsentus, a European Disruptive Regtech Software company looking to appoint a B2B Marketing Manager for Europe.

The company is a leading name in Regtech / FinTech involved in the exciting new world of PSD2 open banking and expanding rapidly across Europe. With partners and clients including Mastercard, Wirecard, Global Processing Services and Token we are poised for rapid growth in the next 12 – 18 months. With our HQ in Reading (3 minutes from the station) we are on a mission to provide regulatory compliance solutions to support the regulatory requirements of PSD2 open banking.

You will be responsible for developing and executing regional and country-specific marketing programs as well as supporting our reseller partners. The role is primarily focused on partnering with regional sales teams to develop and execute marketing strategies grounded in lead development and sales readiness as well as building corporate reputation and establishing market presence across Europe. We have already started to build the brand and pipeline of activity; now we want you to take it to the next level.

This role is based in Reading but requires travel to key industry events across Europe.

Key responsibilities include:

- Planning to support overall regional business strategy and growth development through understanding the market (market segmentation, growth opportunities, key industries and solution areas) and determining appropriate marketing activities.
- Develop and manage demand generation activities such as email and relationship building campaigns, events, digital marketing, speaking opportunities and account-based marketing. The position will manage one-to-one, one-to-few, and one to-many marketing activities to provide sales with new opportunities to get in front of customers
- Facilitate engagement with sales by acting as the conduit between marketing and sales – bringing corporate programs to sales and communicating sales' needs back to corporate marketing – such as gathering account and market information for program execution. Approximately 60-70% of the position's time is spent with the sales organization
- Bring corporate programs to life in the respective field geography by taking programs from the corporate marketing organization, adding customization based on the needs of the geographies, and rolling out locally.
- Roll-out of key country-specific websites as part of overall corporate web re-architecture.
- Updating, maintaining and optimising the website, blog and LinkedIn channels.
- Traffic generation through SEO alongside partner agencies and wider digital marketing to drive website visits.
- Creating, maintaining and curating sales and marketing collateral, ensuring the image is professional and consistent at all times.
- Acting as a brand guardian, ensuring that brand image and messaging are consistent across all channels.
- Managing all external PR and communications alongside the appointed PR agency, both proactively and reactively to build the brand's profile.
- Organising all aspects of the company's presence at trade show and events to maximise lead generation and brand promotion opportunities.
- Award entry submission showcasing at exhibitions to enhance brand reputation.
- Budget management.

About You

- You will enjoy working in a collaborative and dynamic environment and being part of a fast-growing business
- You will have a "sleeves-rolled up" approach to getting involved in all areas of the business and brand building
- You have experience in building brand identity through LinkedIn, Twitter, Website CMS and CRM
- You have agency management experience, ensuring the delivery of quality output on time and to budget or worked in an agency
- Excellent copy-writing ability with strong attention to detail and accuracy
- A self-starter, able to work under pressure and tight deadlines

- Creative, but commercially-minded.
- A flexible attitude and approach to work

The following skills and experience are preferred:

- Experience working with a Financial Services technology business – Ideally targeting compliance within Financial services companies
- A Marketing Degree is preferred but not essential
- Great understanding of sales – what drives salespeople, how to communicate with them, and the details of the sales process
- Strong marketing execution skills across key functions including Demand Generation
- Direct Marketing, Events, Marcom, PR and Web; demonstrate a command of the marketing mix to both leverage the captive installed base as well as a prospect
- Fluency in one of the following languages is preferred: Spanish, Italian or German

\*\* Must have the necessary visas to live and work in the EU\*\*