

## Vacancy: Marketing Manager

Based in the City of London The Shipowners' Protection Ltd are the Managers of the Shipowners' Mutual Protection and Indemnity (P & I) Association, a Luxembourg based Protection and Indemnity Club. With over a century and a half of expertise in providing P&I insurance cover for smaller and more specialised vessels, Shipowners' is one of the oldest P&I Clubs in the world.

We are seeking a friendly, professional and hardworking individual to come and join us as a Marketing Manager in our small, supportive and fabulous Marketing team.

We are looking for **experienced** candidates who not only have solid experience of working with the **full marketing mix** (our work is really hands on!) but also have a positive attitude, a team player mentality, and will be confident in bringing in new ideas and fresh approaches, everyone has a voice here! This role will be perfect for someone who has experience of both **external** and **internal communications**. You will have influence over and gain exposure to some of the most exciting and transformative projects for the business. This really is an exciting time to join us!

*We recognise the business benefits of having a diverse and inclusive community. We all have something unique to bring to the table and by embracing those differences we seek to build and maintain an environment which attracts and values diversity and where everyone can develop their talents and be themselves. For us, diversity and inclusion goes above and beyond focusing on protected characteristics – we want all our colleagues to bring 100% of themselves to work. With a happy and engaged workforce we all strive to work together to be the best that we can be for the mutual benefit of ourselves and our Members.*

If interested in this role, please send us your **CV and covering letter** outlining why you would be suitable for this position and your salary requirements to [recruitment@shipownersclub.com](mailto:recruitment@shipownersclub.com)

### Overall Purpose of Role

To assist the Head of Marketing in delivering annual business plans, considering opportunities to enhance the deliverables whilst managing timelines and budgets. The Marketing Manager will also support the Head of Marketing in managing the day-to-day delivery of marketing operations, providing first class service and expertise to internal and external stakeholders.

### Role Responsibilities:

1. To manage the day-to-day delivery of the marketing business plan, in liaison with the Head of Marketing, which includes but is not limited to integration of content marketing (internal and external), email marketing, social media and offline strategy.
2. To track the departments progress against annual business plans and report back to the Head of Marketing, and the wider business as appropriate.
3. To analyse campaign performance data to gain insight and inform and adjust marketing plans.
4. To keep abreast of market and industry trends to enhance the department's deliverables.

5. To oversee and support the Marketing Executives to proof, edit and formulate copy in production of Club literature to introduce a consistent language and communication of key messages.
6. Efficiently manage the overall marketing budget, regularly analysing and reporting on campaign spend.
7. To develop and nurture relationships with the internal stakeholders, across all branches, to produce and execute effective marketing communications and campaigns to promote products and services, in specific markets and regions.
8. To oversee external agency and supplier relationships, maintaining strong working relationships and ensuring continued quality of service and cost effectiveness.
9. To oversee the management and development of the corporate website to market the Club's identity, brand, services and products.
10. To oversee effective and efficient event management activities, contributing to the development of the corporate event calendar.
11. To assist the Head of Marketing in effective recruitment and selection, management and motivation of staff as well as identification and meeting of training needs.

**Experience/Skills Required:**

- 5+ years marketing experience in financial or professional services.
- Marketing degree or equivalent (e.g. CIM).
- Experience in planning and managing events.
- An understanding and experience of managing online and offline marketing channels.
- Strong organisation skills with an ability to multi-task whilst working under pressure.
- Confident and clear communicator.
- Self-motivated and solutions driven.
- Excellent verbal and written communication skills with keen attention to detail.
- Experience planning and managing events.

*Due to the large numbers of responses we receive, it is not possible to respond to every application. Therefore only short-listed candidates will be contacted for this particular role and if you haven't heard from us within 3 weeks please assume you have been unsuccessful on this occasion.*

***No Recruitment Agencies please***