

Marketing Executive

Partners Wealth Group

At Partners Wealth Group (PWG) we are proud of our dynamic culture. We have and will continue to invest a lot in our people, systems and facilities and have seen exciting growth in all areas to make us one of Australia's leading providers of business and financial advisory services for high net worth individuals, business owners and organisations

To help support the next stage of growth, we now have an exciting opportunity for a Marketing Executive to join our marketing team in Melbourne.

Why we exist

We passionately believe that personalised advice leads to superior financial outcomes and peace of mind; our purpose is to empower people to navigate life's financial decisions. We have experienced impressive growth over the last few years, through our unique positioning in being able to provide clients and referral partners with a seamless broad-based service offering which meets their financial and business needs – whether it be a financial advice, superannuation, legal, estate planning or lending matters. We are always interested in passionate professionals keen to make a difference in their clients' lives.

What is the job responsible for:

The Marketing Executive is primarily responsible for helping to execute the marketing plan across PWG, with a focus on new client acquisition as well as client engagement and retention, for all areas of the business. Working closely with the Head of Marketing you will be required to:

- Assist with the development and distribution of compliant marketing collateral, ensuring adherence to brand guidelines
- Work with creative and digital agencies to brief and manage work to a high standard
- Coordinate the development, sign-off and release of eDMs, newsletters and building 1:1 client communication journeys using marketing automation software
- Coordinate, optimise and report on bespoke marketing campaigns, designed to grow new leads and retain existing clients
- Assist with client events and webinars including invitations, event set up, filming and post event reporting
- Develop and manage our social media content calendar
- Assist with the development and management of Professional Development Days and conferences
- Create content for website, blogs and social media channels, and monitoring and optimising performance
- Liaison between marketing and business stakeholders
- Help to conduct and collate findings from surveys and market research and help to implement improvement

To be successful in this role you will have:

- Solid experience in using data, segmentation and insights to build client communications journeys, and a sound working knowledge of marketing automation software such as SharpSpring, SF Marketing Cloud, or Marketo
- A digital-first mindset, with some experience in applying and optimising SEM, SEO, social and lead generation strategies
- Proficiency in the use of content management systems for website and social media updates, as well as experience in graphic design program such as Adobe Creative Cloud
- Event coordination experience would be advantageous, along with strong attention to detail, being highly organised and having an ability to juggle and prioritise multiple tasks
- Some experience in working with creative and digital agencies to brief and manage work to a high standard

Our ideal candidate has:

- Minimum 5 years broad marketing experience across marketing communications, events, digital and brand. Financial services experience or knowledge from another highly regulated industry is a bonus
- An enthusiastic can-do attitude, and a desire to learn about financial services
- Excellent relationship management and strong written and verbal communication skills
- An ability to think outside the square and constantly looks for better ways of doing things
- Great energy and be highly motivated to achieve growth and meet deadlines
- Excellent people skills and be able to network internally and externally to build relationships with our affiliated partners

To apply for this exciting opportunity please email your cover letter and CV to:

Kate Peters – Head of Marketing, Partners Wealth Group: kpeters@pwg.com.au.

Please note, only shortlisted applicants will be contacted.