

Job Description

Title: Marketing Manager

About the Company

TRAction is a leading company in the global Regtech industry providing regulatory trade reporting solutions and services to businesses dealing in OTC derivatives and other financial products requiring transaction reporting. We support over 150 clients across the world to meet their regulatory reporting obligations under ESMA, the FCA, ASIC, MAS and more. We are an innovative company with a diverse team of driven professionals steering TRAction's successful and continued expansion.

Join us to work alongside a highly experienced and vibrant team, access opportunities for career growth and further training, gain experience liaising with global clientele, and develop invaluable skills within both the finance and rapidly expanding Regtech industry.

About the Role

The Marketing Manager at TRAction will develop, establish and maintain marketing strategies to meet business objectives. They will effectively manage the marketing, advertising and promotional activities of the organisation. The role requires the ability to monitor and report on the aforementioned activities in order to optimise marketing strategies that will assist in achieving business growth targets. TRAction has a Marketing Officer who you will manage and work alongside with.

What You'll Be Doing

- Role model TRAction's values and contribute to our positive culture
- Identify actionable, data-led insights to engage the right customers and optimise performance
- Contribute to coherent marketing plans across geographies, sectors, and products
- Execute elements marketing plan by collaborating with colleagues and third parties
- Deliver industry body engagements, sponsorships and thought leadership events
- Maximise campaign consistency and longevity
- Measure, optimise in real time, and evaluate for future learnings
- Provide positive messaging within TRAction to generate understanding, support for and input to marketing campaigns
- Work within guardrails to ensure compliance for well-managed non-financial risk
- **Marketing Insight:** Collecting and delivering audience and industry insights to shape buyer personas, define market segmentation, and inform marketing strategies.
- **Strategic Positioning:** Crafting clear, consistent, and distinctive value propositions aligned with buyer needs throughout the customer lifecycle.
- **Collaboration:** Collaborating with TRAction staff to ensure program alignment and successful execution of product launches, providing guidance on content, tactics, and messaging for GTM stakeholders.
- **Content Creation:** Creating content that contributes to MQL and commercial goals
- **Sales Enablement:** Partnering with sales enablement to develop materials that assist teams in selling and delivering new products and features.
- **Product Expertise:** Becoming a TRAction product suite expert, thoroughly understanding differentiators, clients, and competitors.
- **Cross-Functional Marketing:** Collaborating with other staff to drive cross-functional, cross-channel marketing efforts to achieve commercial objectives.

What will you bring?

To grow and

be successful in this role, you will bring;

- Experience in financial, SaaS or technology products.
- superior relationship and stakeholder management skills
- the maturity to lead some initiatives and support on others
- quality B2B marketing design and delivery through relationship managers, events and digital
- experience running B2B sponsorships and partnerships
- experience working in culturally diverse and dispersed teams
- commerciality and customer centricity in complex multi-faceted, service-led organisations
- detail-oriented effectiveness in managing and prioritising multiple projects to a high standard
- Proven ability to manage complex, cross-functional projects.
- Demonstrated experience in utilising client insights and market research for strategic decision-making.
- Strong analytical skills, with a grasp of ROI and cost-benefit analysis.
- Innovative problem solver with a strong desire to learn.
- Capable of working both independently and collaboratively.
- Proficient at translating complex product terminology into simple, everyday language.
- Exceptional communication skills.
- Minimum of 5 years of product marketing experience (SaaS/tech background preferred).
- Track record in developing GTM campaigns and content creation.
- good commercial understanding of financial markets
- experience in B2B marketing for a financial firm or regtech/fintech firm

Core Key Performance Indicators (KPIs)

- Lead Generation
- Client Communication
- Maintenance of Market Position (positioning as reputable and reliable business; market-thought leader)

What's on Offer

- Full-time role
- Work from central London offices (near Bank)
- Competitive salary
- Great working environment with a diverse and inclusive team
- Work for a successful business in the financial services and regulatory technology sectors

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