



Head of Marketing

Job description:

The Head of Marketing, alongside the CEO, will formulate and execute an effective marketing strategy for FX Company. Post holder will preferably have FX / brokerage experience.

Strategy:

- ◆ Accountable for all customer facing marketing and communications within IP guidelines
- ◆ To plan, build and execute a marketing strategy
- ◆ Increase the number of customers and CRM information for direct marketing to increase sales

Budget:

- ◆ Manage marketing spend against budget to ensure maximum communications and impact at all times

Campaign Imagery / Graphic and IP:

- ◆ Create marketing banners and videos
- ◆ Manage and develop company graphics to create synergy in IP ensuring IP guidelines

Advertising:

- ◆ Source advertising agency, ensure the re-touching of advertisements meet global requirements



BP PRIME

- ◆ Establish global standards including licensees for all placements of all media formats

SEO:

- ◆ An up-to-date, working knowledge of current, past and projected trends in the SEO industry
- ◆ Experience in building inbound organic search traffic and improving SERPs
- ◆ Background in creating reports showing web analytics data and site evaluations

PR:

- ◆ An up-to-date, working knowledge of current, past and projected trends in the SEO industry
- ◆ Manage PR Agency Strategy
- ◆ Write marketing PR and website content

Communications:

- ◆ Communicate and manage all company internal and external press directives, events, etc.

Team work:

- ◆ Maintain and enhances effective interaction and communication with other units /business areas
- ◆ Escalate all concerns and issues as appropriate.
- ◆ Monitor the progress of the plan, report anomalies to the CEO and make adjustments where necessary
- ◆ Agree the plan with the CEO



BP PRIME

Administration:

- ◆ Prioritise work and balance his / her time in ensuring that all assignments are completed in a timely manner and meet expectations
- ◆ Influence and initiates improvements to current processes.
- ◆ Provide weekly progress reports to the CEO highlighting how efficient the sales are at that point and give ideas on how can evolve in order to acquire more clients.

Technical and Personal Profile:

- ◆ Functional understanding of HTML and CSS
- ◆ htaccess, robots.txt, metadata, site speed optimization, and related skills
- ◆ Experience with Google services, including Analytics and Webmaster Tools, Google's Keyword Tool
- ◆ Detail oriented
- ◆ Good computer skills
- ◆ Good understanding of FX company
- ◆ Good team player
- ◆ Confident
- ◆ Calm, professional, sense of humour
- ◆ Ability to handle pressure
- ◆ Excellent telephone manner
- ◆ Polished presentation
- ◆ Extremely discrete