

Consumer Marketing Manager

Caxton FX is looking to recruit a Consumer Marketing Manager to plan, execute and deliver exceptional marketing campaigns that will drive consumer acquisition, and maximise retention rates.

About the company

Caxton FX is a foreign exchange company that has become an entrepreneurial success story. From launch our ethos has been to offer excellent value for money and great customer service. Our growth is testament to the fact that we have delivered on that vision from day one.

Caxton FX was founded in 2002. Since then, it has grown from one man and a phone to a business that turns over circa £750 million. Our analysts are widely quoted in the UK press on currency issues and with over 200,000 clients, we remain focused on delivering excellent customer service. Caxton FX has been defined as one of the 50 businesses leading Britain based on outstanding growth at a pace 73 times greater than the National Average.

At the heart of our success is our people. Caxton FX is a people business and our successful growth has largely been a result of the outstanding relationships we have established with our growing base of customers.

The Caxton culture is open, honest, hardworking, professional and fun. With approximately 90 staff the company is going through an important growth phase which is focused on new product launches and geographical development. We want to hire the very best people to support our ambitious growth plans. Through educational and training initiatives we support each individual throughout the development of their career with the intention of stretching each one to a high standard of excellence.

This is an influential role that is pivotal to the continued success of the business. Reporting to the Sales & Marketing Director and CEO, and working closely with the Sales, IT and Operations teams, you will strengthen communications and build strong stakeholder relationships with a mutual goal in mind - to position Caxton FX as a market leader in its field.

You will manage a small team and collectively drive new marketing campaigns on a global level. Through your knowledge of the full marketing matrix, you will bring fresh ideas that enhance the sales revenue of existing products, and lead the acceleration of revenue of new product launches.

This is a great opportunity for an ambitious marketing manager to join a market leading and forward thinking fin-tech organisation at an exciting period of international growth.

Key Outcomes:

- Deliver successful seasonal marketing campaigns to tight deadlines and to budget.
- Project manage the marketing and communications plans for the current system migration (VISA to MasterCard), ensuring that all existing consumers are aware of the transition, and ultimately retain them.
- Lead on product/ market lifecycle management, consumer insight, campaign management and support execution including email, PPC, digital display, print advertising, social media, events and sponsorship.
- Develop longstanding close relationships with external agencies for PR, display, search, SEO and media buying purposes.
- Share knowledge, inspire and develop your team members via ongoing support and training solutions.

To this role, you will bring superb content marketing and writing skills, knowledge of the full marketing matrix, and experience in print and online marketing campaigns. You will be entrepreneurial and have a passion for working in an SME environment. You will be innovative and have the ability to produce great campaigns at minimal cost. Ideally, you will have 6+ years of experience in a consumer marketing role, and be a strong people manager constantly leading by example.

Benefits

A competitive salary dependent on experience

20 - 25 days annual leave+

Contributory pension scheme (from 1st April 2015)

Choice of private medical insurance or health cash plan

Cycle to work scheme

Childcare vouchers

Educational bursary to support professional development

Work environment

A dynamic open plan environment in the heart of central London

Free breakfast; fruit delivered weekly and cakes on your birthday.

Regular social events - including Vodka rounders in Hyde Park, regular table tennis competitions and Christmas Party

Games room with table tennis table

+ Dependent upon previous experience and length of service