

Role: Marketing & Content Manager, Geneva

About GMG:

Institutional in structure with a boutique philosophy, we are an innovative asset manager, part of the larger Geneva Management Group, focusing on institutional asset management, private wealth management and real estate investments.

We assist Institutional and Private Clients through every stage of the management and growth of their portfolios.

Our clients seek guidance and advice provided by highly professional, experienced and reliable partners. They appreciate a coordinated and seamless delivery by all the disciplines involved. This requires genuine collaboration of the best in their field.

Objectives of this Role

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments of the Financial sector
- Design and lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration
- Analyze insights, trends, market analysis, and marketing best practices to build successful and differentiating strategies in a very competitive financial landscape
- Partner with internal and external teams to design, test and implement best practice templates.

Daily and Monthly Responsibilities

- Develop creative briefs and execute creative direction to meet objectives for all marketing and public-facing communications, including print, digital, and video assets
 - Conceptualize, design and execute campaigns across the prospect and client lifecycle, ensuring the alignment of communications and messaging across all channels
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- Design and manage content and updates for customer and internal touch points, establishing budget guidelines, participating in events (online and in-person), documenting business processes, and providing additional sales support
- Optimize current marketing initiatives
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets

Skills and Qualifications

- Bachelor's degree in marketing, business, communication, graphic design or related field
- 3 – 5 years experience within the Financial Sector (Banking, Asset Management etc)
- Excellent design, written and verbal communication skills – proficiency in Adobe Creative Cloud suite (InDesign, Illustrator, Photoshop) as well as full mastery Microsoft Office applications
- Proven experience developing marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with eye for creativity
- Experience with marketing automation and CRM tools
- Fluent in English and French
- Currently residing in Switzerland (Geneva and surrounds)

Preferred Qualifications

- Master's degree a plus
- Proficiency with online marketing and social media strategy
- Proven experience with networking platforms
- Willingness and ability to travel
- Established press and media contacts

Should you be interested, please send your CV and letter of motivation to

recruitment@gmgfinancial.com
