

JOB SPECIFICATION

POSITION: Sales & Marketing Director-EMEA (THE COMPANY)

LOCATION: Anywhere, Europe

GRADE: V

BUSINESS DIMENSION	REPORTS TO
Expenses: c. \$5.0MM Marketing Budget (EMEA total) AUM goal: \$907MM FTE: 15	Global Marketing Director (London)
KEY CHALLENGES/EXPECTED CONTRIBUTIONS	
<p>Marketing Role: Help wholesale activities and investment advisors effectively sell/retain sale of company products</p> <ul style="list-style-type: none"> - create distinctive, relevant product launch and on-going support materials - help define new products and existing product improvements that profitably meet client needs - provide motivating sales ideas (e.g. local promotion programs) - manage third party needs - manage the production of marketing materials in various languages for the support of IPB & PBG businesses in EMEA - assess GCB & third party needs and suggest specific course of action and necessary adaptations to the core EMEA Marketing materials and activities <p>Sales Role: Achieve expansion of distribution channels to include third party distributors</p> <ul style="list-style-type: none"> - manage sales activities so as to achieve and maintain AUM targets - provide training and sales process support to investment advisors - Assist Business Manager in identifying and tapping on institutional opportunities in EMEA and lead the marketing / Sales efforts. 	
ANTICIPATED CHANGES	
<ol style="list-style-type: none"> 1. Distribution channels served will expand to include third party 2. Responsibility for Institutional Business may be added 3. Product set will be rationalised and then expanded 	

TASKS NEEDED TO ENSURE CONTRIBUTIONS ARE ACHIEVED / GENERAL RESPONSIBILITIES

Marketing & Sales:

- Manage origination of marketing and sales materials for local product range (e.g. fact sheets, brochures, mailers, letters, advertising, selling cards, sales arguments, sales/customer seminars)
 - Program development
 - Project management plan and execution
 - Agency briefings
 - Writing of sales/customer seminars
- Manage production activities, including suppliers of creative, production and translation services
 - Ensure highest quality, timely: editing, proof reading and translating of materials
- Develop the necessary processes to ensure quality, cost-efficient and timely delivery of materials
- Control Sales & Marketing budget
- Provide creative ideas for Sales activities, events & gifts to help increase sales volumes and provide incentive to GCB & third party investment advisors to sell company products.
- Act as a catalyst in closing third party deals and manage the entire pre-RPC and post RPC process up to the deal closure
- Manage the third party relationship in terms of Sales & Marketing needs (Training, Materials, Events etc.)
- Manage new product development/improvement process in partnership with product development group
- Engage in continuous dialogue with sales management to assure proactive development of programs
- Develop sales & marketing plan for the local business
- Adapt global & EMEA strategy, policy and goals to the local market
- Assist Business Manager in identifying and tapping on institutional opportunities in Greece and lead the marketing / Sales efforts.

Risk & Control:

- Ensure compliance with company policies and local laws and regulations
- Assist Business Manager in his Legal / Regulatory responsibilities & act as his deputy (when necessary)

People Management:

- Communicate business goals to subordinate(s) to ensure commitment and alignment with strategy
- Establish and communicate measurable performance standards and goals for each team member
- Provide on going coaching and feedback to team member(s)
- Conduct formal performance evaluations and link performance and rewards
- Assist Business Manager in his people management responsibilities

JOB SPECIFICATION
Candidate Specs

POSITION: Sales & Marketing Director- EMEA

EXPERIENCE	PERSONAL
<ul style="list-style-type: none">• Financial services marketing (investments products experience desirable)• European markets (Pan European desirable)• Strong Communication & Interpersonal Skills• Strong results orientation• Strong project management skills• Strong analytical and writing skills• Management of staff, processes & outside suppliers• Strong familiarity with print production processes• 9 - 15 years work experience	<ul style="list-style-type: none">• European national preferred• English, French fluency• Advanced University degree preferred• Team player