



Investor Communications & Marketing Executive

We provide a range of co-ordinated services which enable businesses to become better understood and connect with investors. Our smaller, boutique structure enables a more bespoke approach to research and analysis, challenging templated research and championing human knowledge and expertise.

Our expert investment research and analytical capabilities form the core of what we do, but it is what we do with the research that delivers the greatest value for our clients. That is why our distribution capabilities and investor engagement programmes are so important.

The successful candidate will support the senior team in all aspects of the planning and delivery of our Investor Communications service, to increase brand awareness and provide value to clients and investors alike

This role is perfect for an ambitious graduate who is hungry to begin a career in capital markets, with exposure to investor communications and marketing. You will be encouraged and sponsored to undertake further education such as the Investment Management Certificate (IMC) and Chartered Financial Analysis (CFA) programme.

Responsibilities:

- ▶ You will be pivotal in organising Hardman and Co events, including booking venues, organising written literature, sending invitations, booking catering, maintaining budgets and gathering feedback. Events include our popular Investor Forums and investor roadshows, but also ad hoc events throughout the year.
- ▶ You will distribute key news stories to our contacts, including compiling a quarterly company newsletter and updating our company website.
- ▶ You will maintain our database of journalists and keep a record of our media coverage.
- ▶ You will develop, improve and implement our social media strategy to reach extended audiences, with a particular focus on Twitter and LinkedIn.
- ▶ Create a quarterly programme of newsletters and email campaigns, highlighting key company information for investors, potential and existing clients, positioning our services for our different audiences.
- ▶ You will work with the Head of Business Development to create and implement new marketing initiatives, providing ideas and innovation to improve our existing marketing activities.
- ▶ You will analyse the results of email campaigns to provide our clients with insights regarding potential investor interest.
- ▶ The post holder will be responsible for producing readership reports by compiling data from our distribution network.
- ▶ You will proactively monitor and improve our distribution network by developing relationships with key platforms and conducting monthly checks on the visibility of our research.
- ▶ Develop the company's use of social media to reach extended audiences.
- ▶ Record your activities and projects using the company CRM.
- ▶ In addition to the duties and responsibilities listed, the job holder is required to perform other duties as reasonably assigned by the supervisor/manager from time to time

Person Specification

- ▶ Attitude is everything! You will be passionate, friendly and enthusiastic with a strong work ethic and drive.
- ▶ A bright-star that is looking to join an exciting and growing company
- ▶ High standard of literacy and communication skills, both written and verbal.
- ▶ You will have excellent organisation skills with the ability to multi-task.
- ▶ Comfortable with working independently.
- ▶ High levels of attention to detail and accuracy
- ▶ Bright, proactive, self-motivated, flexible and energetic team player who is able to work under pressure on their own initiative to achieve results.
- ▶ Demonstratable confidence, creativity and professionalism
- ▶ High level proficiency with the MS Office Suite, particularly Word, Excel, and PowerPoint
- ▶ A Bachelors' degree in Economics, Marketing, or Business or equivalent experience.

To Apply:

Please apply at your earliest opportunity by emailing jobs@hardmanandco.com with a cv and covering letter outlining your suitability for the role.

At the point of application, you must have the legal right to work in the UK as we are unable to sponsor visas at this time.

The deadline for applications is 20th October 2019.

For more information, please contact Kirsty Macrae: km@hardmanandco.com or visit our website: www.hardmanandco.com.