

Role Profile

Title Marketing Director
Division Rothschild Private Wealth

Introduction to Rothschild Private Wealth

Rothschild & Co is one of the world's largest independent financial advisory groups, employing more than 2,800 people across 40 countries. Today our firm has 4 primary businesses: Rothschild Global Advisory; Rothschild Merchant Banking; Rothschild Asset Management; and Rothschild Private Wealth.

Our Private Wealth division provides a comprehensive range of wealth management, structuring and safeguarding services to some of the world's wealthiest and most successful families, entrepreneurs, foundations and charities globally.

Overview of role

We are looking to hire a Marketing Director to lead the Private Wealth Marketing team. The individual will manage the team across all aspects of divisional marketing, with the ability to not only liaise with the business leaders on global marketing planning, but also work closely with the team and on their own to ensure flawless execution of activities. The Private Wealth Marketing team supports the divisional management in reaching divisional business goals and works closely with Group Corporate Affairs on related elements of marketing, brand and communications strategy.

The team focuses on both marketing planning and coordination of activities, as well as supporting the business heads in divisional internal communication. The role would suit a flexible, proactive and creative individual with solid experience in the day-to-day running of a marketing function.

Specific responsibilities

- Development of divisional marketing strategy together with business heads and supported by Group Corporate Affairs
- Leading global and local divisional marketing planning process together with divisional and local business heads
- Budget planning, management and approval, incl. performance tracking of activities
- Overseeing and providing input into creation of and updates to divisional client communications and marketing materials (brochure ware, pitch presentations, newsletters)
- Overseeing the creation of ongoing divisional publications and content marketing in collaboration with the investment team and knowledge owners in the division
- Overseeing content updates to the divisional representation in digital external media, in particular Rothschild.com
- Coordinating with events representatives in the business and group to ensure events are best used to deliver strategic marketing objectives and brand consistency
- Supporting the division in internal communication across channels: writing internal announcements, updates to the divisional intranet, presentations for town hall meetings, etc.; as well as coordinating divisional input into group wide internal communications (in particular group intranet)

- Close collaboration with Group Corporate Affairs to ensure maximum utilisation of global guidance on brand strategy and visual identity, as well as divisional media strategy
- Monitoring and revising roster of external partners used for marketing services

Skills and qualifications required:

- Experience in marketing to a ultra-high-net-worth audience
- A background in marketing in financial services, or in a marketing agency environment with account experience in private banking
- Knowledge of and experience in global marketing strategy and planning processes
- Experienced and passionate writer, able to create concise and engaging content for client communications
- Ability to manage several projects/multi-task and coordinate across the function globally, whilst achieving high standards and accuracy
- Excellent attention to detail
- Positive, friendly attitude, with a calm approach
- Happy to work in a busy team and travel to other offices as needed
- Collaborative team player – must be motivated to work alone and within a small team
- Can-do attitude, approach all tasks with energy and enthusiasm
- Marketing degree and ability to demonstrate commercial and business understanding
- Exceptional communication skills
- Fluent in English (written and spoken); strong German language skills would be very useful, but are not essential