



Channel manager Marketing

Henley-on-Thames (with occasional national travel)

Permanent role

Outline of Role:

Working within the Strategic Marketing team, you will play a key role in developing strategies for marketing Invesco Perpetual's retail products and services, working with the marketing management team and your internal and external clients to set marketing campaign and other activity priorities, then managing the campaign management process for all agreed campaigns.

The successful applicant will be influential, confident, and assertive with excellent communication skills. It will be crucial for the successful applicant to confidently market a wide range of different (often complex) investment products.

The role has a high profile within our Distribution function and encompasses primarily B2B marketing, but potentially with a small number of B2C marketing programmes also.

Job Description:

- To develop and maintain a detailed understanding of a designated business channel, including market structure and dynamics, impact of all relevant socio-economic / regulatory and political factors, market position and penetration, competitor landscape, product strategies, target audience segmentation and client needs / requirements
- To develop marketing strategies for designated business channel, focused on delivery against agreed targets and fully aligned with corresponding sales team strategies
- To plan and manage implementation of these strategies via optimised programmes of marketing activity delivered by internal marketing teams / external partner agencies
- To work closely with the Planning & Research team to evaluate effectiveness of activities (separately and collectively) and to review and update strategies / tactics accordingly
- To own, build and develop relationships with all specified internal and external clients
- To manage the Marketing budget for the channel, including preparation of budget submissions / re-forecasts and monthly analysis of spend / variance reporting

Skills Required for Role:

- Significant previous experience within the financial services industry in a relevant role - ideally as a channel / business manager
- Proven organisational and project management skills
- Excellent communication and relationship / negotiation skills
- Understanding of the UK and global financial services market place
- In-depth knowledge of relevant products and market places
- A good understanding of Compliance requirements
- Understanding of overall corporate objectives, organisation and business
- Fully computer literate, with advanced knowledge of word processing and spreadsheet software
- Educated to degree level, or equivalent qualification(s) or jobholder is able to demonstrate equivalent academic calibre
- Post-graduate marketing qualifications and industry accreditation preferred

Your next step?

Email your full CV and covering letter to:
kerry-ann_aldridge@invescoperpetual.co.uk

Or alternatively, post your application to:
Kerry-Ann Aldridge
HR Department,
Invesco Perpetual,
Perpetual Park,
Henley-on-Thames,
Oxfordshire
RG9 1HH

Closing date for applications:
6th May 2011

No agencies please

www.invescoperpetual.co.uk/careers