

Marketing Communications Manager

Who are we?

Hi, we're StepLadder - a fast growing and award-winning fintech company pioneering collaborative finance and revolutionising the home buying process. Through our collaborative lending circles we are supporting people to buy their first home faster, reach their financial goals, and championing financial wellbeing. Read more about what we do [here](#).

Our current team of 10 brings wisdom, creativity and energy from around the world, and believes in collaboration, seeing things differently and making a difference. We inspire, support, educate and empower our Members and that's also what we do for the team here at StepLadder.

What is the role?

We're looking for a creative, dynamic and brilliant Marketing Communications Manager to be responsible for planning and executing the 360' integrated communications strategy for StepLadder.

Reporting into and supported by the CMO/Head of Marketing, and alongside the Marketing Operations Manager, this is a hands-on role with high levels of ownership and responsibility.

You will be a brand champion, ensuring absolute consistency and quality of execution across all touchpoints.

Key Responsibilities:

- Developing and executing the 360' marketing initiatives across paid media, CRM, digital media and PR.
- Writing engaging copy and designing striking content for all communications requirements focusing on emotionalising our mission-led brand and simplifying complex financial jargon into trustworthy and attractive materials.
- Planning and executing both flow and campaign emails to increase conversion and community engagement
- Paid media campaign design, segmentation, and execution to drive new lead acquisition and conversion
- Digital media management and execution including website content optimisation and the social media calendar.

- PR operations management with the PR agency – managing their scope of work and interfacing between them and our Founders to shape and present the public voice for our business
- Event planning and management for the StepLadder community, shared with our Member Success Manager.
- Working closely with design partners and/or with your own abilities to develop the brand aesthetic

Experience and key skills:

- At least 5 years in a Marketing role
- CRM system experience, ideally Hubspot
- Strong copywriting ability
- Event management experience
- Agency management experience
- Experience with content development and an eye for design
- Digital marketing tools such as Google Analytics, Google Adwords, Facebook Ads, Social Media Marketing software.
- Preferred – graphic design/photoshop ability

About you:

- Obsessive attention to detail
- Highly organised and efficient
- Comfortable with a fast-paced, ever evolving environment
- Top notch people skills
- Creative and curious
- Highly entrepreneurial
- Growth mindset

How we will reward you

We believe in the importance of collaboration and family, and therefore have a flexible and inclusive working environment and hours. We are based at Barclays Rise in Shoreditch, a modern and vibrant office space which is also the leading fintech co-working space in Europe (but of course working remotely in the current circumstances). As well as a fabulous team of colleagues you will benefit from:

- Competitive salary (£32,000 - £35,000) and stock options - we believe you should own what you help create
- Fee-free membership of StepLadder Circles to help you reach your own financial goals
- Support and deals with any home-buying services e.g. mortgage, solicitor, surveyor, insurance etc.
- Professional coaching to support your personal and professional development
- Flexibility to choose your working environment and hours
- Pension contributions
- Regular team socials and activities - both virtually and in-person, when it's legal!
- Daily fruit in the office and pizza and beer on a Thursday
- Barclays' Rise fitness, social and community events including 5-a-side football, yoga, podcast room, and guest speakers
- Dog-friendly workplace

Excited about our mission and this role?

If so drop us a line with your CV and a link to your LinkedIn profile to careers@step-ladder-solutions.com