

# Digital Growth Marketing Manager - Training

**Date: May 2025**

**Reports to: Head of Digital**

**Salary: £60,000-70,000**

## ABOUT THE INVESTMENT ASSOCIATION (THE "IA")

The IA champions UK investment management, supporting British savers, investors and businesses. Our 250 members manage £9.1 trillion of assets, and the investment management industry supports 115,000 jobs across the UK.

Our mission is to make investment better. Better for clients, so they achieve their financial goals. Better for companies, so they get the capital they need to grow. And better for the economy, so everyone prospers.

Our purpose is to ensure investment managers are in the best possible position to:

- Build people's resilience to financial adversity
- Help people achieve their financial aspirations
- Enable people to maintain a decent standard of living as they grow older
- Contribute to economic growth through the efficient allocation of capital.

The money our members manage is in a wide variety of investment vehicles including authorised investment funds, pension funds and stocks and shares ISAs. The UK is the second largest investment management centre in the world, after the US and manages over a third (37%) of all assets managed in Europe.

## OVERVIEW OF THE ROLE

As a **Digital Growth Marketing Manager** you will be commercially focused crafting and executing innovative cross-channel digital marketing strategies to drive sales.

Your role will require a strong commercial acumen and expertise in the segmentation, targeting, and positioning of impactful email marketing and digital advertising campaigns.

## ROLE RESPONSIBILITIES

- Develop commercial strategies to support sales of Training courses across all channels (website/social media/email marketing). This includes identifying target audiences, creating

### The Investment Association

Camomile Court, 23 Camomile Street, London, EC3A 7LL  
[www.theia.org](http://www.theia.org)

HR

© The Investment Association 2025. All rights reserved.

No reproduction without permission of The Investment Association



@InvAssoc



@The Investment Association

compelling marketing messages, and leveraging various digital platforms to drive sales and engagement.

- Create a development roadmap aligned with stakeholder expectations and business needs. This involves setting clear goals, defining key milestones, and ensuring that all marketing activities are aligned with the overall business strategy.
  - Own and lead the strategy for marketing campaigns across multiple channels. This includes planning, executing, and optimising campaigns to achieve desired outcomes.
  - Contribute to the maintenance and update of the Salesforce database, ensuring data accuracy and utility.
  - Oversee website content updates and maintenance, guaranteeing brand consistency and current information.
  - Use Marketing Cloud to organize and manage email marketing templates and folders, streamlining the email campaign process.
  - Support the team in the creation of high-quality digital assets, across video, live stream, photography and copy for use on websites, social media, emails, and advertising platforms.
  - Uphold the brand's reputation and aesthetic across all digital mediums.
- Collaborate closely with other departments to ensure the alignment of marketing strategies with overall company goals.

## REQUIREMENTS:

- Preferred, bachelor's degree in, Marketing, Business, or a related field.
- Proficiency in digital marketing tools and platforms, including CMS, CRM and email marketing systems is desirable.
- Experience working with InDesign, Photoshop, Canva (or similar tools).
- Strong organisational skills and attention to detail.
- Ability to manage multiple projects simultaneously in a fast-paced environment.
- Excellent communication skills, both verbal and written with collaborative approach with stakeholders and the ability to explain "digital" technologies and approaches to people with all levels of digital literacy.
- A keen eye for design and brand aesthetics with a proactive approach to creative ideas for digital marketing campaigns.
- Energetic and eager to tackle new projects and ideas.
- Autonomy in managing projects from conception to execution.
- Deep understanding of email marketing strategies and tools.
- Proficiency in marketing automation tools.
- Strong knowledge of social media platforms and strategies.
- Exceptional commercialisation skills with a focus on driving sales through digital channels.

## PROJECTS

Launch and optimise cross-channel digital marketing campaigns to accelerate sales of our training offerings. This will involve developing a data-led campaign calendar, segmenting target audiences, and crafting compelling messaging across email, social media, the website, and digital advertising platforms. Your efforts will directly contribute to increased training enrolments, improved lead quality, and enhanced support for the sales team.

You will also be responsible for building a scalable communications framework and developing a year-round campaign strategy designed to drive sales and increase customer engagement. This includes creating an integrated marketing plan that aligns messaging across all channels and supports key product and commercial milestones.

In addition, you will map the full digital acquisition journey to identify drop-off points, reduce attrition, and improve conversion rates. Through a data-informed approach, you'll help streamline the user journey from first contact to purchase—maximising training uptake and long-term customer value.

***Please note this job description describes (but does not limit) the main duties and responsibilities of the job. These are subject to variation by the IA as is necessary to respond to changes, both internal and external, which the Association experiences.***