

Columbia Threadneedle Investments

Marketing Executive DACH (m/w/d)

About Columbia Threadneedle Investments

You'll find the promise we make to our clients is the same one we make to our employees: Your success is our priority. Here, you'll find growth and career opportunities across all our businesses. We're intentionally built to help you succeed. Our reach is expansive with a global team of 2,000 people working together. Our expertise is diverse with more than 450 investment professionals sharing global perspectives across all major asset classes and markets. Our clients have access to a broad array of investment strategies and we have the capability to create bespoke solutions matched to clients' specific requirements.

Columbia Threadneedle is a people business and we recognise that our success is due to our talented people, who bring diversity of thought, complementary skills and capabilities. We are committed to providing an inclusive workplace that supports the diversity of our employees and reflects our broader communities and client-base. We welcome applications from returners to the industry.

We appreciate that work-life balance is an important factor for many when considering their next move so please discuss any flexible working requirements directly with your recruiter.

Job Purpose Statement

Where you'll fit in & what our team goals are....

As the Marketing Executive (DACH), you'll be responsible for supporting the delivery of strategic, integrated, compelling and competitive marketing and communications plans for the DACH region. Helping to ensure clear alignment to the broader marketing strategy and corporate messaging, as well as contributing directly to the business objectives for this channel.

This role also plays a key part in working closely with the wider B2B Channel Marketing team as required to help ensure the brand's channel marketing activities deliver in line with business objectives, as appropriate.

Role Responsibilities

How you'll spend your time....

- Support delivery and maintenance of strategic marketing communications, positioning plans and programmes / initiatives for the DACH region.
- Support implementation and maintenance of marketing activities and drive measurable results, that support the broader business objectives, helping to ensure appropriate buy-in, awareness and understanding within the wider marketing team, as well as across the business, to enable successful delivery externally as well as in line with Columbia Threadneedle risk appetite and policies.
- Assist and where possible take ownership of specific projects and activities, leading them through from brief to implementation.
- Build strong working relationships with relevant marketing, distribution, comms, investment, compliance and legal teams to understand overall business, product, and distribution requirements, and help to effectively handle stakeholders on an ongoing basis.
- Support broader DACH and B2B Channel Marketing team in successfully managing stakeholder relationships, including production of regular updates and reports, as required.
- Proactively collaborate across the marketing team to support the delivery of the broader marketing strategy, key initiatives, etc.
- Serve as an advocate for DACH marketing activities within marketing, and across the broader business

Key Capabilities

To be successful in this role you will have....

- Proven experience and understanding of DACH region and routes to market - able to gain immediate credibility and waste no time.
- Client focussed, yet commercially driven with keen curiosity in understanding financial drivers / business requirements.

- Proven experience as demonstrated through past results.
- Good understanding of core project management skills.
- “Student of the game”; stays up to date on Marketing and industry trends.
- Proficient (written and verbal) in German, English
- A good eye for detail
- Proactive and prepared to take ownership.
- Good written and verbal skills.
- Digitally literate person

Desired Capabilities

If you also had this, it would be great....

- Graduate or relevant professional qualification.

Full-Time / Part-Time

Full time

Worker Sub Type

Permanent

Job Family Group

Marketing/Product Management

Einsatzort:

Mainzer Landstr. 1

60329 Frankfurt am Main