

Audience Development Manager

About the role:

Portfolio Adviser, the leading brand serving the UK wealth manager community, is looking for an Audience Development Manager with excellent communication skills to assist its expanding Audience Development team. The successful candidate will play a leading role interacting and building relationships with senior fund buyers from our existing network as well as expanding our audience.

Travel will be an essential part of the role as the candidate will be required to conduct research trips throughout the year as well as attend multiple events across the UK and potentially internationally. Please be aware these events will continue to remain virtual until the remaining COVID-19 restrictions have been lifted.

Responsibilities:

- **Building relationships** with senior individuals from financial institutions face to face, via phone and email.
- **Research:** Keeping up to date with broad investment trends in fund markets. Research fund buyers and build relationships with key individuals. Work with the Research team to meet survey response number for ongoing research projects.
- **Delegate Recruitment:** Leverage relationships with fund selectors to attract them to our events. Ensure target delegate numbers are met for all events.
- **Data:** ensure in-house data is up-to-date.
- **Teamwork:** Work closely with the relevant teams (Commercial, Event Operations, Editorial, Marketing) to ensure we deliver a great experience to fund selectors and commercially viable solutions to clients.

What you will need:

- Minimum 2-3 years' experience in a similar role.
- Excellent communication and interpersonal skills via face to face, by telephone and virtually to ensure the development of strong relationships.
- The confidence to network and build lasting relationships with senior level decision makers.
- An understanding of financial markets and investment is an advantage but not necessary.
- Proven ability of working under pressure, with great organisational and time management skills.

What we offer you:

- 25 days holiday per annum.
- Private medical insurance and medical cash plan.
- Pension contribution of 5%.
- Life assurance 4x annual salary.
- Access to season ticket loan, cycle to work scheme and EAP.
- Flexible working arrangements including remote working.

If you wish to apply for the position, then please send your CV to:

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