



P1 Marketing Associate

P1 Investment Services (P1) is seeking a proactive, and ambitious Marketing Associate to enhance our B2B marketing efforts within our dynamic marketing department. This role is a prime opportunity for an individual at the beginning of their career, eager to grow with a fast-paced company that values marketing ingenuity, particularly in graphic design and creative content tailored for a B2B audience.

About P1

P1 is an award-winning Fintech and Investment Services firm based in the South West of England. As a fast growth leader in Financial Services, P1 offers a dynamic and rich environment for a young ambitious individual looking to build a marketing career in Finance and Technology to learn and gain experience.

The Job Role

In this hands-on position, you'll collaborate closely with the Head of Marketing, contributing to projects that span a variety of daily tasks. You'll be instrumental in advancing P1's inbound marketing strategy and lead generation process, essential for expanding our marketing reach and capabilities. Your development in this role will be marked by your growing understanding of B2B marketing intricacies and your advancing career.

Your duties will include assisting the Head of Marketing in executing the marketing plan through:

Content creation, distribution marketing channel administration

- Support in the creation of content – whether creating graphics for social posts, videoing content for website, or developing marketing materials for our events
- Be responsible for the ongoing content management of our website – for example, uploading blogs and press releases, and editing product marketing pages.
- Creation and distribution of outbound communications, including email and social media and newsletters.
- Manage and help to grow our social media channels, particularly LinkedIn – scheduling and posting content, exploring new channels and interacting with our audiences.
- Help in the organisation and delivery of digital and in-person events – involving working with sales team, managing invitations, liaising with speakers and venues, supporting event production and logistics

Ad Campaign Management

- Managing and optimising advertising and lead generation campaigns, in particular on LinkedIn.

HubSpot Reporting & Management for Marketing and Sales Lead Administration:

As a Marketing Associate, you will be instrumental in managing and optimizing our lead nurturing processes through HubSpot. Your responsibilities will include:

- **Lead Sourcing and Data Management:** Sourcing, enriching and creation lead lists from LinkedIn and other sources for outbound marketing activity. Managing the quality and freshness of our database
- **Lead Segmentation and Scoring:** Implement and manage lead segmentation strategies to personalize lead nurturing paths. Utilize HubSpot's scoring features to prioritize leads based on their engagement and likelihood to convert.



- **Lead Qualification Process:** Work closely with the sales and marketing teams to define criteria for MQLs and SQLs. Use HubSpot to ensure smooth transition and of leads through the sales funnel.
- **Email Campaign Management:** Develop and execute targeted email campaigns within HubSpot to move leads from initial interest to MQL status, ensuring content is relevant to each segment.
- **Workflow Automation:** Create and maintain automated workflows in HubSpot that trigger based on lead behaviour, ensuring leads are nurtured with timely and appropriate follow-ups.
- **CRM Maintenance:** Keep the HubSpot CRM updated with the latest lead information, ensuring accurate tracking of lead progress and efficient handover to sales.
- **Reporting and Analysis:** Utilise HubSpot's analytics tools to track the effectiveness of lead nurturing efforts, from initial capture to MQL and SQL stages, and suggest improvements based on data-driven insights. Build live dashboards and pull together regular reports showing the performance of our marketing activity – across website, social, campaigns, events and press – the insights of which can drive future tactical planning.
- **Continuous Learning:** Keep abreast of the latest HubSpot features and best practices in lead management to continually enhance our marketing efforts.

Requirements

- Highly organised and able to keep many varied projects on track and focused.
- Quick learner, and comfortable assimilating complex information into simple messaging.
- Familiarity or eagerness to learn different digital marketing tools and social media platforms, and their advertising platforms.
- A flair for graphic design with experience using Adobe Illustrator, Canva or similar tools.

Preferred experience, but not essential

- Knowledge of financial services, in particular investment and financial adviser industry.
- Video content creation.
- LinkedIn Ad management experience
- Experience and awareness of LinkedIn Sales Navigator
- Experience and knowledge of Hubspot
- An understanding of B2B Marketing tactics and strategy

Benefits:

We're a fast-growing company that support our staff in their professional development. We offer:

- Support towards professional growth and development.
- Access to initiatives like Ride2Work, Green Car Scheme, gym membership, NHS Top up scheme
- Flexible working options.
- The standard holiday is 24 days increasing by a day after each year of service up to 32 days plus bank holidays.
- Workplace pension where you contribute 4% and the company contributes 4% which rises to 6% after 5 years.
- Group Life Insurance and Income Protection.

How to apply

If you would like to become a member of the team, please apply to this post or email your CV and a covering letter to harrywebster@p1-im.co.uk