

FUTUREGROWTH

/ ASSET MANAGEMENT

FUTUREGROWTH ASSET MANAGEMENT IS RECRUITING!

We have an exciting opportunity available for a **Head of Marketing** in the marketing team.

Futuregrowth is committed to transformation. A strong preference will be given to suitably qualified previously disadvantaged candidates.

Head of Marketing

Are you commercially astute with a strong record of delivering marketing initiatives that translate to measurable impact on brand visibility, client growth & retention, and profitability? This role has been designed for someone to shape and build how we tell our story and how that is positively onboarded and retained by clients, advisors, and the broader investment community.

Who is Futuregrowth?

Futuregrowth has been South Africa's leading developmental, responsible and fixed-income investor for over 25 years. We manage a range of fixed interest and development funds and play a key leadership role in the South African asset management industry. We are committed to investing our clients' funds in a responsible manner, with the interests of our clients always coming first.

Purpose of the position

Reporting to the CEO, and sitting on the Clients Executive Committee, this role owns and executes Futuregrowth's end-to-end brand strategy.

Key responsibilities of the position

The successful candidate will fulfil the following primary functions:

Marketing Strategy and Thought Leadership

- o Developing and implementing Futuregrowth's marketing strategy in alignment with business objectives;
- o Providing marketing thought leadership and governance across the business;
- o Working alongside portfolio managers and analysts to ensure investment expertise is positioned appropriately for the market; and
- o Building and enabling effective distribution channels to showcase Futuregrowth's investment capability and thought leadership.

Client Communications and Engagement

- o Developing and owning the end-to-end client communication framework across all channels and platforms;
- o Delivering proactive, targeted and relationship-centric communications; and
- o Supporting measurable improvements in client retention and growth initiatives through effective communication strategies.

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Digital Strategy and Client Experience

- Optimising and scaling Futuregrowth's digital presence across internal and external channels and platforms, including web, mobile, social media and apps;
- Guiding the business on digital strategy, platforms and digital best practice;
- Ensuring a seamless and consistent digital client experience across channels and platforms; and
- Leveraging data and evidence-based analytics to track engagement, performance and effectiveness.

Brand Management and Creative Oversight

- Overseeing the development and maintenance of all design and graphics; and
- Ensuring a consistent, high-quality and clearly identifiable brand identity across all internal and external touchpoints.

Events, PR and Media Relations

- Developing and executing an integrated events strategy aligned to business and distribution objectives;
- Owning and managing PR and media relationships across institutional investment channels and platforms;
- Identifying key audiences and core messaging to effectively tell Futuregrowth's story; and
- Driving positive media coverage to enhance brand visibility and market profile.

Internal Marketing and Stakeholder Engagement

- Partnering with People and Culture, the Futuregrowth EXCO and internal stakeholders; and
- Delivering employee engagement initiatives and internal marketing campaigns aligned to organisational priorities.

People Leadership

- Leading, coaching and developing a team of marketing professionals; and
- Fostering a collaborative, high-performing, results-driven marketing function.

Budget Management and ROI

- Planning, managing and optimising the marketing budget; and
- Ensuring high-quality execution, cost discipline and measurable return on investment.

Knowledge and experience required

Skills, know-how and experience:

- Minimum of 10 years marketing experience in blue-chip branded companies where brand strategy, thought leadership, client communications and commercial enablement were critical deliverables.
- A minimum of 8 years within the Asset Management and/or financial services industry working experience would be advantageous.
- Proven experience successfully repositioning a brand.
- Proven experience in building key stakeholder relationships, telling the right story at the right time to increase brand presence and support business growth.
- Demonstrating strong knowledge and experience in digital marketing and website analytics.
- Bringing a good understanding of research methodologies and the ability to interpret insights effectively.
- Exceptional people management skills.

Professional qualifications:

- A Bachelors degree in marketing, communication, business, or a related field.
- A Masters qualification would be advantageous.

Key behaviours and competencies

- Strategic thinker.
- Intellectually curious.
- Commercial acumen.
- Change agent.
- Results focused.
- Editorial judgement.
- Influencing skills.
- Ability to work at all levels within an organisation.
- Interpersonal and communication skills.
- Process management.
- Governance mindset.

Recruitment process and closing dates

Selected candidates will need to attend a series of competency-based interviews/activities and a psychometric assessment.

Application Link

[Click here to apply](https://bit.ly/40YhdyQ) (https://bit.ly/40YhdyQ)