

BUSINESS-LED. PEER-POWERED COMMUNITY.



## Job Description

**Company Name:** FinTech Marketing Community

**Website –** [www.fintechmarketingcommunity.com](http://www.fintechmarketingcommunity.com)

### Company Description:

The FinTech Marketing Community is a start-up, fast growing, award-winning, global, peer-powered network that unites business and marketing leaders across B2B and B2C in financial services and technology. Our all-in-one comprehensive platform empowers members to expand their professional networks, share insights and best practices, access top-tier training and coaching, and accelerate career growth through a dynamic mentoring program.

Additionally, our Flagship Conference, Global Awards, Business Matchmaking and FinTech Marketing Connect programmes enable members to engage with leading marketing solution providers, fostering strategic partnerships, driving meaningful collaborations, and unlocking new growth opportunities.

Through our community platform, members gain exclusive access to discussions and insights on client acquisition, growth, retention, and go-to-market strategies and planning, helping them stay ahead in a rapidly evolving market.

With thousands of members across 100+ countries, over 80% are senior C-suite decision-makers from financial services including banks, broker dealers, and technology firms, including FinTech, WealthTech, RegTech, InsurTech, PayTech, Crypto, Capital Markets, Trading, Embed and Open Finance, Buy-Side and Sell-Side firms.

**Job title:** Head of Events & Marketing

**Days:** 5 days a week (9:00 am – 6:00 pm); UK time

**Role:** Full Time Contract

**Location:** Remote/ Hybrid

**Staff Reporting:** 2 members

**Report to:** Founder & CEO

## Overview of Key Roles & Responsibilities:

We're seeking a dynamic, passionate, strategic and hands-on Events and Marketing leader who has worked in a start-up environment to help us lead the planning, promotion, and delivery of our fast-growing global events calendar and drive digital demand generation marketing initiatives that generate leads, support sales, and grow brand visibility.

### 1. Events Strategy, Planning & Team Management

- Agree global events & marketing strategy and objectives with the leadership team.
- Align strategy and plan with overall business and marketing goals.
- Establish KPIs for success (registrations, attendance, leads generated, NPS, ROI)
- Create sponsorship packages for sales team to ensure delivery to achieve agreed revenue goals.
- Oversee the Marketing Manager and Events Coordinator to ensure marketing activities and events operations and logistics are delivered on time, to a high standard, and aligned with campaign goals.

### 2. Events Execution & Team Management

- Lead the end-to-end planning and execution of 20+ annual events (virtual, in-person, and hybrid), managing logistics, timelines, speakers, agenda and success metrics.
- Responsible for sourcing speakers and shaping event agendas in collaboration with Regional Co-Chairs and Board Members across UK/EMEA, APAC, and North America.
- Own and manage the marketing and events budget, ensuring optimal spend across events, content, PR, social media, and campaigns.

### 3. Digital Demand Gen. Marketing & Sales Support

- Build marketing plan & drive integrated marketing initiatives across all online and offline channels ensuring cohesive execution and timely delivery.
- Manage Community website, SEO and digital paid social media campaigns.
- Create compelling sales toolkits, media toolkit, value sheets, partner prospectuses, and go-to-market assets for sponsorship and membership acquisition

### 4. Content, PR & Social Planning & Execution

- Own the full content lifecycle: from strategy to creation, distribution, and performance analysis.
- Define content themes and editorial calendar aligned to community goals, campaigns, and events.
- Commission and edit content including thought leadership, whitepapers, blogs, newsletters, speaker interviews, and member spotlights.
- Oversee the creation of high-performing lead generation assets (eBooks, toolkits, reports) that support revenue growth.
- Ensure all content is optimised for SEO, brand tone of voice, and aligned with key personas

## 5. Technology, KPIs & Stakeholder Management

- Build and optimise events/marketing campaigns using HubSpot, including workflows, segmentation, email marketing, and reporting.
- Use Asana to manage campaign calendars, team deliverables, and interdepartmental projects.
- Collaborate with internal and external stakeholders to align events and marketing with sales, community, and content strategies.
- Track and report on campaign and event KPIs, analysing performance and making recommendations for continuous improvement.

### Qualifications:

- Proven experience 15+ years of experience in marketing, event marketing and event operations, ideally within B2B/B2C, Membership, Media companies, FinTech, or tech communities.
- Strong track record of managing multiple events and marketing projects simultaneously.
- Experience overseeing budgets, agencies, freelancers, suppliers and cross-functional stakeholders.
- Skilled in developing and managing thought leadership campaigns, social content calendars, and media outreach.
- Solid understanding & experience of demand generation, content marketing, and sales enablement.
- HubSpot power user – confident with email automation, CRM management, and performance reporting.
- Asana super-user or have you used similar platform – you thrive on structure, deadlines, and team coordination.
- Excellent communication, copywriting, and presentation skills.
- Proven leadership and team development experience.
- Proficient user of Excel, MS Powerpoint, Word Document.

### What We Offer:

- Competitive salary and discretionary performance-based incentives.
- Opportunities for professional growth and development.
- A global dynamic and collaborative work environment.
- A fun, collaborative, entrepreneurial team culture.

### Why Join Us?

- Be part of a global, peer-led, mission-driven community transforming the way marketing is done in FinTech, Financial Services & Technology.
- Work closely with senior business & marketing leaders and high-growth partners.
- Lead and shape the marketing and events strategy during an exciting growth phase.