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FinTech MARKETING

Job Description

Company Name: FinTech Marketing Community

Website – 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: Community Client Relations Manager

Days: 5 days a week (9:00 am – 5:30 pm); UK time

Role: Full Time Contract

Location: Remote

Report to: CEO and dotted line CRO

Overview:

We are seeking a proactive and dedicated Clients Relations Manager (Account Manager) to join our team. This individual will be responsible for onboarding new clients, taking them through membership benefits, servicing existing clients, conducting regular client check-in calls, cross-selling and upselling to different membership tiers, events sponsorship and new services, and organising client events. The ideal candidate will have excellent communication skills, verbal and written skills, a customer-centric approach, and a keen ability to build and maintain strong client relationships. The preferred candidate will have experience working with communities or membership based organizations in the past.

Key Responsibilities:

1. Account Strategy & Planning
    - This role sits within the Commercial Team and works in close collaboration with the Chief Revenue Officer (CRO), with a dotted line reporting into them for day-to-day operations and tasks.
    - Responsible for aligning with business KPIs and supporting the development and execution of commercial targets alongside the broader team.
    - Expected to work closely with clients to contribute content and insights to the community platform on a regular basis, maximising their membership benefits
    - Maintain accurate records of all client interactions in the Sales CRM (HubSpot) to ensure visibility, alignment, and effective follow-up across the commercial team

2. Onboarding New Global Members and Clients:
    - Facilitate the onboarding process for new members, ensuring a smooth transition and positive first impression.
    - Provide detailed information and training on our products/services to new clients.
    - Address any initial questions or concerns promptly and effectively.
    - Support members with business matchmaking activities with other community members
    - Working closely with members to help maximise their membership benefits so they can contribute their content, insights to the community on a regular basis

3. Client Delivery, Servicing & Payments:
    - Deliver membership benefits and agreed commitment our to our clients
    - Act as the primary point of contact for assigned clients, delivering exceptional service and support.
    - Respond to client inquiries in a timely manner, resolving issues and providing solutions.
    - Maintain accurate records of client interactions and transactions.
    - Work with the Clients and Accounts team to check on clients renewal invoices and payments

4. Regular Client Check-In Calls:
    - Schedule and conduct regular check-in calls with clients to review their needs, satisfaction, and feedback.
    - Proactively identify opportunities to enhance client experience and address any potential issues before they escalate.
    - Document and communicate insights and action items from client calls to relevant internal teams.

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5. Cross-Selling and Upselling:
    - Identify and pursue opportunities to cross-sell and upsell additional products or services to existing clients.
    - Develop and present tailored proposals that align with client needs and business objectives.
    - Achieve sales targets and contribute to the overall growth of the business.

6. Organizing Client Events:
    - Plan and execute virtual client events, such as global demo days, webinars, and networking sessions.
    - Collaborate with the marketing team to develop event content, promotional materials, and attendee communications.
    - Partner with Events team to manage event logistics, including venue selection, scheduling, and post-event follow-up.
    - Call clients to personally invite to them attend all the events

7. Training & Coaching

    - Drive revenue growth by strategically positioning training programmes as part of cross-sell and upsell opportunities, tailoring solutions to individual member segments and leveraging insights from member interactions.
    - Oversee all aspects of programme delivery—from content scheduling and speaker coordination to participant engagement and post-training follow-ups—to ensure a high-quality member experience.
    - Work closely with the marketing and sales teams to identify member needs and align training offers accordingly.
    - Monitor and evaluate the effectiveness of training programmes through feedback, attendance metrics, and performance data to inform future improvements and sales strategies.

Qualifications:

- Preferably Bachelor's degree in Business, Marketing, Communications, or a related field.
- 8-10+ years of Proven experience in account management, client relations, or a similar role.
- Strong interpersonal and communication skills, both written and verbal.
- Ability to manage multiple tasks and priorities effectively.
- Demonstrated success in achieving sales targets and growing client accounts.
- Proficiency in CRM software and including Microsoft Office Suite.
- High level of organization and attention to detail.
- Ability to work independently and as part of a team.

Preferred Skills:

- Experience in business to business or business to customer, fintech, financial services. membership based organisation would be preferable.
- Knowledge of CRM tools, HubSpot, Asana, Excel, MS Powerpoint, Word Document.
- Proven track record of organizing successful managing customer relationship and accounts.

What We Offer:

- Competitive salary and 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.

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