

## Marketing Executive – Office role only

London office

Remuneration: depending on experience

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### It's time to get your life in gear!

Crossflow is ranked by the Financial Times as the 8<sup>th</sup> fastest growing company in Europe and are recruiting now for a range of roles to accelerate growth.

The business model, technology, and legal framework enables financial institutions to provide short-term working capital to the suppliers of large corporates across Asia, Europe, the Middle East and the UK.

You will be working closely with the Business Development Team in engaging with corporate clients, partners, and users of the services, creating high-calibrate marketing collateral. You will be skilled in creating creative process and be able to handle the process from start to finish with confidence, and self-sufficient. It is exceptional opportunity to bring you career to the next level faster than anywhere else.

This is a rare opportunity to become a valuable member of the team when the business is accelerating to its next growth phase, creating exciting and exceptional opportunities for team players, who are passionate about customers and focused on achieving targets.

This is business with highly commercially focused and serious engagement, with a very professional and motivated organisation, working to deliver success for their customers.

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### What we offer

- Central London office base – no working from home
- Competitive salary and opportunity to develop skills and career to the next management level much faster than anywhere else
- Be part of engaged team where your voice matters and values
- Share options that could make you a millionaire
- Team events and drinks



### Key job duties:

- Day-to-Day marketing hands-on activities of the business to co-ordinating marketing campaigns, lead generation and company profile with sales activities
- Creation and publication of all marketing material in line with marketing plans
- Managing and improving lead generation campaigns, measuring results
- Managing LinkedIn profile, blogs and company news
- Creating and researching contents for future campaigns along with day-to-day monitoring and responding to the current economic situation
- Monitoring and reporting on effectiveness of marketing communications
- Executing the marketing strategy for the company in line with company objectives
- Working closely and assisting with new product launches



### Candidate Profile:

- 2 years plus experience in a similar role in retail sector
- Readiness for next career step to play a key role in scaling the business through the marketing activities and be a valuable member of the team, continuing the growth of the business;
- Good understanding of B2B marketing and financial markets
- Strong creative and proactive outlook
- Excellent verbal and writing skills
- Confident and dynamic personality



### Holidays

Base 23 days of holidays, increasing by 1 additional day for each full calendar year of employment up to 3 years, plus applicable statutory Bank Holidays.



### Contract requirements

Applicants must have the right to live and work in the UK. Company does not provide sponsorship visa programmes or any other visa arrangements. Proof of fully vaccination against Covid-19 is required.



### Location- Role Specific

Full time working from the London office, with no hybrid or WFH option. Office located by Shard and London Bridge Station.

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