

Job Description	
Title:	Brand Manager
Department:	Marketing and Communications
Reporting to:	Head of Marketing and Communications
Location:	Hume Street, Dublin 2.
Overview:	<p>Dilosk is a financial services company. We trade as ICS Mortgages and are regulated by the Central Bank of Ireland. We are specialists in the residential Buy-to-Let mortgage market and are now preparing to enter into the residential owner - occupier mortgage market. Our mortgage products are available through the broker / intermediary channel and direct.</p> <p>This is a challenging and exciting opportunity to work with a dynamic, ambitious organisation. The successful candidate will play a pivotal role in the wider commercial team, with the responsibility of rolling-out an integrated marketing strategy which is aligned with overall business objectives.</p>
Key Responsibilities:	<ul style="list-style-type: none"> • We are looking for a marketing ‘all-rounder’ to develop, implement and manage projects and campaigns across both digital and traditional mediums, to include: <ul style="list-style-type: none"> ➤ Driving projects and initiatives on time, within budget and to agreed performance objectives. ➤ Working in a collaborative manner with all teams across the business to achieve the best possible outcomes for shareholders, customers and colleagues. <p>(1) Corporate Marketing - Working with internal and external teams to deliver on all marketing initiatives including:</p> <ul style="list-style-type: none"> • Advertising Campaigns • Product launches • B2B and B2C communication • Events • Presentations • Merchandising /promotions • Daily media monitoring <p>(2) Marketing agencies relationship management - to ensure best in class performance and ROI. e.g - Media buyers, digital and creative agencies.</p> <p>(3) Digital Marketing</p> <ul style="list-style-type: none"> • Developing and executing a robust digital marketing strategy for the business • Managing the digital marketing plan with a strong focus on lead-generation - Google AdWords, PPC and SEO. • Coordination of all our social media platforms to increase followers and connections – developing content, posting, monitoring.

	<ul style="list-style-type: none"> • Utilise performance stats and insights to inform strategy for campaigns and media planning <p>(3) Website</p> <ul style="list-style-type: none"> • Co-ordination of a rebuild of our website to include new propositions • Copywriting all content • Overseeing accuracy of information on our website and Implementing on-going content changes. <p>(4) Sales Support</p> <ul style="list-style-type: none"> • Working with our Lending team to deliver quality marketing material to ultimately drive sales volumes. • Copywriting content • Assistance with updates to: Mortgage documentation and forms, brochures, best buy tables etc. <p>(5) Marketing Budget Management</p> <ul style="list-style-type: none"> • Responsibility for on-going budget management, adhering to agreed processes and ensuring delivery of value and efficiencies. <p>Liaising closely with compliance to ensure we adhere to agreed processes and work within our organisational risk strategy.</p>
<p>Education and Experience</p>	<ul style="list-style-type: none"> • 3rd Level Marketing or Business qualification • 3 + years marketing experience • Experience in a financial services marketing department (desirable but not essential), a marketing agency or in-house marketing department. • A successful record of developing and implementing marketing plans across traditional and digital platforms. • Competent in Google Analytics, Adwords, Excel and a design platform (eg. Adobe)
<p>Skills and Personal Profile</p>	<ul style="list-style-type: none"> • Excellent attention to detail and an extremely organised approach to work. • Self-motivated and ability to work on own initiative. • Ability to operate autonomously and to work collaboratively as part of team. • A professional and motivated working manner with experience of working under pressure. • Creative flare with ability to copywrite marketing content for brochures, website, digital campaigns and social media. • Strong communication skills (both written and verbal). • Proficiency in MS Office, PowerPoint, Excel and knowledge of HTML. • Ability to use data to inform decisions • Understanding the latest marketing trends and best practices

If you are interested in applying for this position, please email your CV to Dee McCarthy

dee.mccarthy@dilosk.com