International Capital Market Association (ICMA)

Senior Associate, Business Development, Marketing & Communications, Education

International Capital Market Association

ICMA promotes well-functioning cross-border capital markets, which are essential to fund sustainable economic growth. It is a not-for-profit membership association with offices in Zurich, London, Paris, Brussels and Hong Kong, serving more than 615 member firms in 65 jurisdictions. Among its members are private and official sector issuers, banks, broker-dealers, asset managers, pension funds, insurance companies, market infrastructure providers, central banks and law firms. It provides industry-driven standards and recommendations, prioritising four core fixed income market areas: primary, secondary, repo and collateral and sustainable finance. ICMA works with regulatory and governmental authorities, helping to ensure that financial regulation supports stable and efficient capital markets.

Role

The Senior Associate, Business Development, Marketing & Communications works within the ICMA Education team, the training arm of ICMA, delivering a portfolio of assessed and non-assessed professional development courses in five subject areas (Debt Capital Markets; Fixed Income Trading & Strategies; Financial Market Operations; Repo & Collateral Markets; and Sustainable Finance) over different levels.

Reporting to the Head of Education, the role will take responsibility for developing and implementing ICMA Education’s overall international marketing and communications strategy to increase income in line with targets including: member & non-member outreach and pipeline/sales funnel; working with external agency to develop and implement digital marketing campaigns across social and digital media platforms; developing and implementing internal marketing activities utilising ICMA databases and website, and also working closely with Events and Membership teams to promote ICMA Education and membership.

While the role does not involve direct line management, it requires regular interactions with communication teams, market practice and policy experts in all ICMA offices, ICMA members and non-members.

Business Development

Developing and maintaining the ICMA Education sales funnel/pipeline, including:

- maintaining a strong network of relationships with members’ L&D and HR departments to promote awareness, consideration and conversation of ICMA Education courses
- managing enquires, leads and prospects through to contracted business with the support of the Head of Education
- negotiate agreements for standard and custom courses and projects
- working with membership team to promote ICMA Education to new and existing members
- generating and analysing CRM reports to identify and contact potential customers
• developing and implementing lead generation activities through internal and external channels including website, social media etc.
• developing and maintaining reporting mechanisms to track progress against KPIs.

Marketing
Managing ICMA Education marketing activities, including:
• development and maintenance of marketing calendar
• development and posting of regular mailings to ICMA database
• maintenance of social media accounts, developing and posting content in written and visual/video formats
• coordination of course launches incorporating website, external partners including agencies, media, associations etc., newsletters, committees/working groups, events and ICMA social networks
• managing relationship with external marketing & design agencies to develop, implement and monitor ICMA Education digital marketing campaigns; liaison between agencies and management

Miscellaneous
• Supporting technical and administrative functions including supporting the wider communications team when necessary.

Specification
• Education to at least degree level
• Excellent communication skills in written and spoken English, including ability to communicate confidently with a broad range of internal and external stakeholders, including international clients, senior executives and delegates and to negotiate effectively
• Ability to prioritise a varied workload and work independently
• 5+ years of experience in sales or marketing in an executive education environment and a basic understanding of how capital markets operate.
• High level of digital literacy and IT skills including productivity suites (e.g. Microsoft Office), web/internet use, learning management and CRM systems, with practical experience of email marketing and social media management (familiarity with education technology advantageous)
• Ideally fluent in at least one other European language beside English.