

# Marketing project manager

*To apply please email: [jobs@blackbullion.com](mailto:jobs@blackbullion.com)*

## The role

You will be an early member of the marketing team and as the first dedicated marketing executive you'll have the opportunity to get involved in variety of marketing projects to help build our community. This is an exciting role for a generalist, and a great problem solver, who is keen to work across all kinds of marketing projects.

## Responsibilities

### Marketing communications

- Management of our company blogs (we use wordpress)
- Management of our social media channels
- Writing of the company newsletters and user updates (mailchimp)

### Promotional campaigns

- In collaboration with the marketing team, creating new promotional campaigns and engagement strategies
- Oversee the production of marketing collateral (digital and print)
- Create ROI reports and presentations
- Deliver projects on time and budget

### Events

- In collaboration with the HoM, prepare the strategy and execution plan for trade show attendance
- Help organise company events and workshops
- Support our clients by organising annual events and competitions

## About You

- Exceptional writing and editing skills are a must.
- Ability to deliver projects from start to completion
- Prioritization of your own workload and being a great team player is a must!
- Previous experience within the Edtech/Fintech sector is preferred.
- You are happy to roll up your sleeves! Regardless of how small the task may be.

### ABOUT BLACKBULLION

Blackbullion is an edtech innovator on a mission to make the world money smarter. Our SaaS solution (web-based) provides financial education to almost 500,000 University students in the UK and we are already generating revenue. We work with over 20 universities in the UK, several in Australia, and are just about to launch our product in New Zealand.

We have just completed a seed round and are now growing the product team. This will be an exciting journey to take the product from the education solution it is today, to a full-on SaaS service for universities who want to improve students' financial wellbeing and retention.

We currently deliver learning content on financial education but we believe our future is in personalised learning through data modelling, categorization of spending behavior and easing the pain of student services personnel by automating the convoluted process of Bursaries and Hardship Funds.

You will be integral to the growth and success of our learning platform.

We've been recently listed by GESAWards as one of the top 20 most promising European startups, and reached the finals of the Financial Innovation Awards.

We are a diverse team of passionate people who believe that world will be a better place if everyone knows how to deal with their own money.

### INTERVIEW PROCESS

The interview process @ Blackbullion is pretty straightforward and informal.

We start by inviting candidates in for an initial chat (or a video/phone call for remote candidates) to understand their experience.

If we think your experience matches what we are looking for we will send you a small task which we wouldn't expect to take more than a few hours.

We will then follow up with a final interview to talk through the test.

For those candidates that we think are suitable for the role we also invite them in for one of our team breakfasts to understand if they are a good cultural fit. These breakfasts are a weekly feature at Blackbullion so you also get a feel for what we are like as a team too.