

TAB | Job specification | Marketing Executive

Job title:	Marketing Executive
Company:	TAB London Limited
Reports to:	Head of Marketing
Job description	TAB is looking for a marketing executive to join the team to help plan and implement our content and social media marketing activities. The role is ideal for someone who enjoys producing and maintaining marketing content. You will be a skilled writer who is able to communicate technical knowledge in easy to understand language. The role will also involve creating and maintaining the TAB social media strategy.

Candidates should note that this list is not exhaustive and the duties are liable to change from time to time in line with the needs of the company.

Key purpose:	<ul style="list-style-type: none"> You will be responsible for assisting the head of marketing in implementing marketing strategies for TAB.
Key accountabilities:	<ul style="list-style-type: none"> Content writing - newsletter, blog editing, broker communications, investor communications, case studies, press release, website content, webinars etc. Oversee the social media strategy An understanding of SEO to work with our agency and implement keyword strategies An understanding of Adobe Photoshop/Illustrator/InDesign to curate brochures, sales packs and digital assets Maintenance and creation of presentations
Skills and competencies:	<ul style="list-style-type: none"> Excellent verbal and written communication skills Problem solver Confident, self-motivated and articulate Well organised and able to prioritise Proactive and able to identify and highlight areas of opportunity or improvement and advise on actions required Team player Willingness to learn and become part of a long-term team Strong analytical skills with a goal orientated attitude Strong computer literacy Degree or equivalent qualification Ideally some knowledge of digital marketing
Knowledge and qualifications:	<ul style="list-style-type: none"> The role is an ideal position for ambitious junior level candidates looking to join a modern firm that is growing quickly in an exciting new industry. Previous marketing experience is beneficial but it is not required (ideally 1 – 3 years' experience)

	<ul style="list-style-type: none"> • Fintech or alternative finance experience • Mortgage and/or finance knowledge would be advantageous but is not essential
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Key values:	These key values are what TAB believes to be right and what build up our core identity. How these will be demonstrated in the role:
Trust	We are reliable and we look after our customers' money. We are consistent with what we say and do. We are educational which shows we have a knowledgeable and intelligent team.
Transparent	We have open and honest communication with all parties, both externally (including borrowers, brokers, investors and lawyers) and internally (employees and colleagues).
Personal	We go the extra mile to provide a best in class service to our customers. We understand who our customers are and we ensure our products and information resources are relevant .
Efficient	We can turn around deals quickly as we know what works and what our customers want. We stick to our timelines and stay ahead of our competitors. Our speed and efficiency do not mean we lose sight of the finer details.
Innovative	We have innovative ideas and opinions which keeps us relevant to the market. We add value to our customers on both the lending and investing sides of the business. Our experience coupled with our innovative approach allows us to consider all types of projects. We are innovative in the way we use our technology and resources. We are a small team but we accomplish large tasks.

About TAB:	<p>TAB was founded in early 2018. TAB enables borrowers to access short term capital through unregulated bridging loans on a first and second charge basis against residential and commercial properties in the UK. To date, TAB has originated over £60m of loans with an average loan amount of £785k. Borrowers that need a loan will be matched with institutional funding or private investors.</p> <p>TAB Market enables new and existing investors to access a range of products at varying interest rates. Our products provide investors an opportunity to invest in UK property and benefit even if they don't have the usual means or know how. Our products include TAB Lending and TAB Property. As we continue to evolve and introduce alternative investment opportunities, we will continue to give investors a solid rate of return.</p>
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	Currently located in Cricklewood, TAB will be moving to permanent offices in Borehamwood in December 2021.
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