

TAB | Job specification | Marketing Executive

Job title:	Marketing Executive
Company:	TAB London Limited
Reports to:	Marketing Manager
Job description	TAB is looking to hire a high-performing Marketing Executive to accelerate our brand presence and support business growth at pace. This is a role for someone with 3+ years of hands-on experience in B2B marketing, ideally within financial services or property sectors, who thrives in a fast-moving, commercially driven environment. You'll work closely with the Marketing Manager to help deliver campaigns that raise awareness, generate leads, and support the sales team. You'll be expected to hit the ground running, managing content, channels, and campaigns with confidence and attention to detail. This is an execution-first role for someone who can write sharp copy, manage multiple priorities, and take ownership of day-to-day delivery across our marketing engine.

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 tasks:	• Deliver day-to-day execution across TAB's marketing campaigns including email, social, events, and paid activity • Create and manage high-quality content that supports brand awareness and lead generation, including blog posts, social copy, email sequences, and sales collateral • Maintain and update the website with new content, case studies, and product information in line with brand and SEO best practices • Own the marketing calendar and ensure all activity is delivered on time, on-brand, and in sync with business priorities • Manage CRM campaigns and marketing automation workflows to drive engagement and support broker and borrower nurture journeys • Coordinate TAB's presence at events, expos, and webinars from logistics and promotion to post-event follow-up • Support internal and external communications, including PR coordination, email newsletters, and thought leadership pieces • Track campaign performance, report on key metrics, and suggest optimisations based on data and insights • Work closely with sales to ensure marketing aligns with frontline
-------------------	--

	needs and broker feedback • Manage relationships with external suppliers, designers, and freelancers to deliver polished assets • Keep tabs on competitor marketing and bring fresh ideas to keep TAB ahead of the curve
--	--

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:	Founded in 2018, TAB is a mainstream specialist lender and real estate investment platform. With a focus on commercial mortgages and bridging finance, TAB has originated over £650 million in loans and is on track to hold a loan book exceeding £300 million in 2025. TAB combines institutional-grade underwriting with the flexibility and speed of a private lender. Its experienced team, including skilled underwriters and knowledgeable sales professionals, is focused on building long-term broker relationships and delivering reliable funding solutions across the UK. Through the TAB Market platform, TAB also offers a range of investment opportunities, including fractional property ownership and fractional debt investments. Built on trust, transparency and innovation, TAB is committed
-------------------	---

	to delivering consistent value to both borrowers and investors.
--	---