

Janus Henderson Job Description

Corporate Title: Senior Product Marketing Manager
Department: Product Marketing
Reporting Line: AVP, Product Marketing
Location: London
Revised Date: 1st April 2019
Regulated Role: No
In-scope of Knowledge & Competence (MiFID II): No
Salary: Competitive
Posting Date: 02 April 2019
Closing Date: 01 May 2019

The Company

Janus Henderson Investors is a leading independent global asset manager, dedicated to delivering the best outcomes for clients through a highly diversified range of actively-managed products.

We support our individual and institutional investors across a range of products, encompassing equities, fixed income, multi-asset and alternatives.

We are a team of independent and creative thinkers who work tirelessly to help our clients achieve their goals – and we do it by supporting a high-energy and collaborative culture that ensures our people love the place they work.

Janus Henderson is a truly global manager with US\$328.5bn¹ of assets under management. We have a diverse geographic footprint, employing over 2,000 staff in 27 office locations globally. Headquartered in London, we are dual-listed on the New York Stock Exchange and the Australian Securities Exchange.

¹Janus Henderson pro-forma AUM as at 31 December 2018

The Department

Janus Henderson's global product marketing function is responsible for developing and implementing product marketing strategy, including articulating our firm's unique product capabilities across multiple asset classes, vehicles, regions and channels. It is embedded within the global marketing, product and distribution function.

Overview of the Role

We are looking for a strong product marketing leader with experience in financial services/asset management. This position will own the development and execution of product marketing strategies and content creation. Working in a highly collaborative fashion, you will interact closely with Product Specialists, Investments, Marketing and Distribution to create compelling product stories.

Our ideal candidate is someone who thrives in a dynamic and fast-paced culture has a thorough understanding of the market and investment products in general, as well as classic marketing matters such as brand, promotion and distribution channels. The successful candidate will be able to take broad direction, and then formulate and execute on specific marketing tactics drawing on expertise and resources across the firm.

The ability to creatively take complex investment concepts and distill them into clear, simple and benefit-oriented content is a priority. The role will primarily support our institutional businesses in the UK, EMEA and the U.S., with initial emphasis on the build out of a collateral system to support our global distribution team.

Duties and Responsibilities

You will:

- Develop and execute on marketing strategy for assigned product sets in support of Janus Henderson's institutional business
- Partner with product specialists to create compelling product stories for assigned product sets
- Create and oversee production of new product marketing content (e.g. webpages, sales aids, videos, product brochures); Collaborate closely with product specialists, distribution, design, compliance and channel marketing to produce high quality and effective marketing materials
- Partner with channel marketing to influence a distribution strategy for product content including email, web, print, etc.
- Develop and execute on strategy for an effective and efficient system of product collateral that aligns to each distribution channel's sales process and client journey
- Govern consistency of master messaging and data reporting across product marketing materials, performance communications and webpages
- Partner with the web team to enhance/maximize digital marketing and digital client experience
- Research and understand competitors to enhance knowledge and incorporate industry best practices into our strategy and materials
- Carry out additional duties as assigned

Supervisory Responsibilities

- None

Technical Skills and Qualifications

- Significant previous marketing experience within the financial services industry or equivalent required.
- Institutional and/or intermediary experience preferred
- Multiple vehicle (Separate Account, Mutual Fund, Managed Account, VIT and/or ETF) marketing experience a major plus
- Significant previous B2B marketing experience, including direct contact with sales force and in-depth knowledge of the sales process required
- Investment Product Knowledge and Story Building expertise required
- Strong understanding of financial marketplace and distribution process, including in-depth knowledge of how products are priced, packaged, and positioned across varying channels
- Thorough understanding of industry compliance requirements
- Broad knowledge of regulatory environment in UK and Europe
- Knowledge of financial markets, financial markets function and the impact of economic figures and national/regional/global events on markets
- Bachelor's degree required

Competencies Required

- Excellent project management capability; Ability to concept, direct and execute strategic projects from start to finish
- Excellent interpersonal and customer service skills with ability to work across all levels of the organization
- Ability to manage and prioritize multiple projects simultaneously
- Ability to work under pressure and to tight deadlines
- Strong understanding of and ability to interpret and chart financial data
- Strong analytical skills and attention to detail
- Strong computer skills including PPT, Publisher, MS Word and Excel
- Excellent verbal and written communications skills

Ongoing competence in the role to be assessed by:

- Annual Performance Appraisal
- Completion of all assigned Compliance training

Compliance Requirements

At a minimum the role will require you to:

- Place the interest of Janus Henderson's Clients first and always act in accordance with TCF (Treating Customers Fairly) principles
- Understand and follow laws and regulations applicable for your role, seeking the help of your supervising manager or Compliance if you would like further explanation or direction regarding this
- Understand and abide by all Janus Henderson policies applicable to your role, and ask for the support/guidance of the policy owner if you are unsure at any time
- You are ultimately accountable for your actions and responsible for seeking further information on any or all of the above as necessary.

We are an equal opportunity / Affirmative Action employer. All applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or veteran status.