



Marketing and Events Assistant

Full time role based in the City of London with an option of hybrid working.

RegTech Associates is a research company, and we use our analysis to provide strategic insight and advice to our clients. Our industry and regulatory knowledge is underpinned by research with data on over 1400 RegTech products. We are a young company with an experienced and knowledgeable team so there is plenty of opportunity for learning and building skills. We work closely with CEOs and Founders of start-up and scale-up technology companies to help them grow their businesses. We partner with our clients throughout the product and company lifecycle, from design through to commercial strategy and sales. We spend a lot of time with regulated firms in financial services to understand their regulatory problems and how technology can help solve them. We also collaborate with leading regulators to foster dialogue and industry collaborations across a number of regulatory issues.

Our clients are primarily technology vendors at different stages of growth but are also increasingly working with public sector entities and financial institutions. We pride ourselves on the high quality of our client work, which we deliver iteratively and in partnership with our clients. Everything we do is based on our deep understanding of the RegTech market, driven by our in-depth research and our ever-expanding database of RegTech products.

We have an opening for a Marketing and Events Assistant. . In this role, you will work closely with the head of marketing and other key stakeholders to support and execute our marketing activities and organise and manage events for us and our clients. The ideal candidate should have experience in several of the following areas of digital marketing: inbound marketing, email marketing, website development and analytics, public relations, SEO/SEM, and social media. In addition, the individual will work closely with internal key stakeholders, clients, and event partners to ensure that the event marketing objectives are met for all events. The candidate should also have strong analytical skills, be an energetic team player, and be able to juggle a variety of time-sensitive projects.

Responsibilities:

The Marketing and Events Assistant will be involved in the following areas and should have a strong working knowledge and experience in each:

- Meet with internal stakeholders to understand the purpose and goals of events
- Create and manage event plans and marketing schedules to ensure all audience acquisition and sponsor or client revenue goals are met
- Build and manage event marketing and registration website landing pages
- Participate in regular event meetings with key stakeholders
- Email marketing: Help to manage the flow, content, and logistics of targeted email campaigns; implement best practices to ensure success; and standardise list-segmentation practices
- Events and webinars: Work closely with the director of the company and delivery team to identify industry-best events and to maximise RegTech Associates exposure at these events



(via speaking engagements, press, on-site presence, etc.). Work with event organisers as needed to represent RegTech Associates

- CRM: Liaise with the internal team to maintain contact database and best practice in Hubspot.
- Sales and marketing collateral: Help to develop and maintain events marketing collateral, calendars and templates
- Social media: Help to develop, implement, and measure standardised social media campaigns for the business generally and for specific events

Required skills and experience:

The ideal candidate will bring one to two years of experience in marketing and events. Candidates must be fluent in English (fluency in additional languages is always welcome) and possess excellent communication skills—both verbal and written—along with a working knowledge of the Google workspace tools (Google Docs, Slides etc) . A bachelor's degree from an accredited college or university is required, as are a positive, can-do attitude and ability to work independently and collaborate with internal teams and colleagues. Any experience in market research and/or the financial services industry (banking, securities and investments, and insurance) or related professional services fields is a big plus, as well as experience using Hubspot.

Additional skills and experience:

- General B2B marketing and/or events marketing experience
- Strong written and verbal communication skills
- Attention to detail, with the ability to see how details fit into the overall picture
- Excellent time management skills and the ability to work on multiple projects under tight deadlines
- Ability to work both independently and in a team-oriented environment
- Manage day-to-day set up of events and other marketing email campaigns, including scheduling, testing, and deployment of campaigns
- Report on critical email campaign statistics
- HTML website and email design skills a plus
- Proficient with Google Analytics

This opportunity is ideal for a bright spark looking at the early stage of their career to join a small business with the ability to immediately make a difference and visibly contribute to the growth and success of the company. RegTech Associates might be small but we have big ambitions and embody a culture that encourages change, learning and personal development. This role is pivotal to the growth of RegTech Associates and to our ability to keep our clients happy and ensure the longevity of our client relationships.

RegTech Associates is headquartered in London, and the ideal candidate should be based in the London area, but this is not a requirement. RegTech Associates also provides excellent benefits and believes in maintaining a healthy work/life balance. RegTech Associates is an equal opportunity employer.

