Job Title: **Client Acquisition Marketing Executive**

Department:	Marketing
Location:	Mayfair
Salary	Competitive salary plus a generous benefits package
Contractual Hours	Full-Time Equivalent (37.5 hours per week)
Job Summary	To manage the firm's acquisition pipeline from enquiry through to adviser allocation, delivering an outstanding first experience for prospective clients while using customer insight, performance data, and marketing technology to continually improve lead quality, conversion, and ROI. The role acts as the operational link between digital marketing, external agencies, central/branch locations, advisers, and CRM platforms, helping optimise the end-to-end acquisition journey and acquisition conversion funnel. And to build and optimise upsell journeys for Silo clients with more complex requirements, to understand our adviser-led services.
Key accountabilities	• Own all centrally received prospect enquiries (forms & emails), ensuring timely response, qualification, and allocation to the most appropriate advisers/locations • Deliver an excellent first impression of the Killik brand through professional written communications (or conversations) with prospective clients • Monitor RM/adviser follow-up, service levels, and conversion outcomes, escalating issues and identifying opportunities for improvement • Produce regular acquisition reporting covering enquiry volumes, sources lead quality, conversion campaign performance, and adviser outcomes • Analyse enquiry themes, customer feedback, and conversion trends to identify actionable recommendations for marketing campaigns, content, proposition, and adviser training • Act as the day-to-day relationship manager for digital acquisition agencies, providing feedback on lead quality and campaign performance • Support optimisation of paid search, social, display, email, and other acquisition activity by sharing insight on prospect behaviour and campaign outcomes

	• Support a transition to implement and optimise use of CRM and customer engagement platforms (incl Braze), helping to automate lead routing, nurture journeys, lower funnel conversion signals to ad platforms and ROI reporting • Help to establish targeting and upsell journeys amongst appropriate Silo clients, with potential for more complex needs and adviser-led services • Maintain accurate prospect data and champion continual improvements to acquisition processes, dashboards, and data quality • Present acquisition performance and insights to a range of internal forums and stakeholders • Work collaboratively with Marketing, Advisers, Business Development, and operations to improve the efficiency and effectiveness of the acquisition journey • Ensure all activity complies with FCA requirements, Treating Customers Fairly principles, internal governance, and data protection (GDPR)
Competencies/skill set	• Getting Things Done • Communication & Sharing Knowledge • Customer Service • Effectiveness & Adaptability • Team Working • Commercial & Analytical Thinking • Technologically Savvy
Qualifications/experience required	Essential • Experience in a client-facing financial services, marketing, or business development role. • Excellent interpersonal skills, confident speaking to prospective clients and internal stakeholders of seniority • Strong analytical capability with experience interpreting performance and conversion data • Experience in producing reports and presenting performance data and client insights to stakeholders • Experience working with external agencies or multiple internal stakeholders • Continuous improvement mindset with the ability to simplify and automate processes Desirable • Strong Excel and reporting skills: experience with dashboards and BI tools is an advantage • Understanding of CRM systems: experience with marketing technology and customer engagement platforms would be advantageous

- Knowledge of digital marketing channels (paid search, social, display, SEO, or email) and how they contribute to lead generation would be desirable

To apply, please email your CV and cover letter to recruitment@killik.com.

We are committed to ensuring a fair and inclusive process. If you require any reasonable adjustments under the Equality Act 2010 (for example, accessibility support or alternative formats), please let us know in advance so we can make the necessary arrangements. Your personal information will be handled in accordance with the UK GDPR and our privacy policy.

Recruitment Process

At Killik & Co, we are committed to conducting a fair, consistent, and transparent recruitment process. While the structure may vary depending on the position, candidates can typically expect the following stages:

1. **CV Review** – All applications are anonymised, then assessed against the essential and desirable criteria outlined in the role profile.

2. **First Interview** – An initial conversation designed to explore your professional background, core competencies, and motivation for the role.

3. **Second Interview** – A more detailed discussion with the hiring team, which may include technical questioning, competency-based evaluation, or discussion of relevant experience.

4. **Third Interview (where applicable)** – For certain roles, an additional stage may be required, such as a presentation, case study, or meeting with senior stakeholders.

5. **Offer or Decline** – Following completion of all interviews, we will communicate the final outcome. Successful candidates will receive a formal offer subject to any required pre-employment checks.

While we endeavour to respond to all applications, this may not be possible for vacancies with high volumes of applications.