



Social Media and Digital Marketing Coordinator

Refinitiv is one of the world's largest providers of financial markets data and infrastructure, serving over 40,000 institutions in over 190 countries. It provides leading data and insights, trading platforms, and open data and technology platforms that connect a thriving global financial markets community – driving performance in trading, investment, wealth management, regulatory compliance, market data management, enterprise risk and fighting financial crime.

Refinitiv's Capital Markets Insight group is made up of three businesses that provide news, data and analysis via print and websites to capital markets participants, enabling them to make informed decisions on transactions and strategies. These businesses include:

- LPC (Loan Pricing Corporation) providing comprehensive data, news and analysis for the Global Syndicated Loan and CLO Markets
- IFR (International Financing Review) providing full coverage and context for the primary capital markets across all asset classes
- PFI (Project Finance International) providing global energy and infrastructure finance news, data and analysis

Role Description

We are looking for a talented and ambitious Social Media and Digital Marketing Associate to join a team that is providing best-in-class capital markets financial news and data products. You will combine social media and digital marketing skills to help us architect and enhance company social media presence, guidelines and voice, and to optimize our web marketing capabilities and analysis. This is an exciting early career role for someone looking for an opportunity to make a difference and have room to grow within a strong business that has a start-up feel.

You will have an important role in a tight-knit team that spans social media, digital and traditional marketing, brand development, and events. You will work closely with stakeholders in a variety of functions, including sales, editorial, events, and product management, all working together to drive revenue growth.

Role Responsibilities

Work with our strategy, marketing, sales and product teams to:

- Refine our social media brand, guidelines and voice, and be the primary driver of our global social media presence, constantly communicating relevant content and messages to our global financial markets audience.
- Identify, evaluate and implement tools and projects to drive brand awareness and generate sales leads.
 - Identify and use the most appropriate social media venues for reaching our clients and prospects.
 - Track and analyze the success of different product/marketing methods and formats using industry standard techniques/technologies/methodologies.
 - Improve SEO
- Work with events team to promote events, drive sponsorship and provide additional content.
 - Develop compelling methods for promoting conferences and events
 - Create engaging clips from conferences or interviews to promote by sector, identifying and promoting unique analysis etc



Qualifications and Experience Required

- 1-3 years' experience in a B2B or B2C marketing environment with a focus on social media, digital marketing, demand generation and data analysis.
- Passionate about social media and digital marketing: familiar with the latest trends, technologies and methodologies
- Excellent communication and writing skills
- Proficiency with HTML and CSS, the Adobe Creative Cloud suite of products. (i.e., Illustrator, Indesign, Photoshop), Microsoft Office and other publishing tools is beneficial.
- Open to feedback and hungry to learn and progress
- Extremely well organized and able to manage multiple projects across multiple disciplines, while maintaining a keen attention to detail on each of those projects

The Financial and Risk Business of Thomson Reuters is now Refinitiv. Refinitiv equips the financial community with access to an open platform that uncovers opportunity and catalyzes change. With a dynamic combination of data, insights, technology, and news from Reuters, our customers can access solutions for every challenge, including a breadth of applications, tools, and content—all supported by human expertise. At Refinitiv, we facilitate the connections that propel people and organizations to find new possibilities to move forward.

As a global business, we rely on diversity of culture and thought to deliver on our goals. Therefore we seek talented, qualified employees in all our operations around the world—regardless of race, color, sex/gender, including pregnancy, gender identity and expression, national origin, religion, sexual orientation, disability, age, marital status, citizen status, veteran status, or any other protected classification under country or local law. Refinitiv is proud to be an Equal Employment Opportunity/Affirmative Action Employer providing a drug-free workplace.

Intrigued by a challenge as large and fascinating as the world itself? Come join us.

Apply online directly at:

<https://jobs.refinitiv.com/ShowJob/Id/277950/Social-Media-and-Digital-Marketing-Coordinator/>