



## Job Description:

**Title:** **Director of Marketing**

**Reporting to :** **Managing Director**

**Background Information on mi2g software as a company:**

**mi2g software** works with financial services groups, both large and small, to change and eEnable their entire business. We automate our clients' business in such a way that they and their customers can use the World Wide Web both to increase their business volume and reduce their overall cost base.

Our eBusiness Solutions Engineering pays particular regard to security. We advise on the management of eRisk, and incorporate Bespoke Security Architectures in our solutions.

Our clients are mainly from the banking, insurance and reinsurance sectors. We build highly secure intranets and extranets, eCommerce communities and data warehouses that are specifically constructed for data mining, Customer Relationship Management and cross-selling.

The company's ethos is to employ innovative, hard working and dynamic individuals who are able to work in a team environment. They can expect to be given responsibility at an early stage and to contribute ideas and solutions to concepts and problems.

**Purpose of the Job:** The role within mi2g software is to be responsible for all Marketing activities and the development of a Marketing Strategy within mi2g. The candidate will be responsible for the relationship management of clients, the development of new business, the identification of strategic alliances and networking in order to promote the interests of mi2g within the marketplace.

**Duties & responsibilities:**

The Marketing Director will be responsible for:

1. The production and implementation of a Marketing Plan
2. Branding
3. Production of Marketing Material
4. The securing of new business against targets
5. Working closely with the Communications Manager and Senior Consultants
6. Promotion of mi2g within the marketplace

**The ideal Candidate should have:** Previous experience of large account handling and an excellent understanding of Financial Markets and eBusiness implementation

Demonstrable track record of account team man management.  
Excellent organisational, communication and time management skills

A good understanding of:

- ✓ eBusiness strategy
- ✓ b2b financial services vending
- ✓ Internet security issues

Nice to have:

- ✓ MS PowerPoint experince
- ✓ Insurance and Banking Background
- ✓ Presentation Skills

Ability to present:

- ✓ Budgets and Plans
- ✓ Schedules
- ✓ Business Models

Degree in any of the following from a recognised university:

- ✓ Business Administration
- ✓ Arts or Sciences

## Person Specification:

The essential attributes for this role are:

- A formal business training
- An attitude of getting things done
- A strong ambition and commitment to the role
- An ability to search & find problems
- A strong team player with the ability to train, tutor & lead
- Innovative ideas followed by clear planning & implementation
- Strong leadership and presentation skills
- Ability to thrive under pressure
- International mindset
- Self motivation and a determination to succeed
  
- **Personal Skills:**
  - Highly literate
  - Good team player
  - Able to communicate at the highest level and to sell your ideas to those who need to be persuaded of your viewpoint
  - Good at building relationships
  - Entrepreneurial
  - A second language
  
- **Circumstances:**
  - Live within 60 minutes of the office
  - Prepared to work the necessary hours to deliver the agreed targets
  - Able to work the odd weekend if necessary
  - Good health – health check will be undertaken
  - Must be willing to travel to North America, Europe and Asia

mi2g Ltd

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The logo for mi2g, consisting of the lowercase letters 'mi2g' in white on a dark blue rectangular background.

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**Salary Package:** TBA

**Hours of work and holiday entitlement**

- 20 working days holiday rising to a maximum of 24 days

Hours 9:00am to 6:00pm Monday to Friday

**Company Benefits:**

- On going personnel development and training

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mi2g Ltd (Registered No 3165493) Trilateral Group Member

***bespoke security architecture™ • digital risk management • digitisation & systems engineering***

Directors D K Matai (Chairman & CEO) Geoffrey F Hancock Charlotte M Wood  
Senior Consultants Sir Terence Clark Prof Elias Dinenis Dr Tim Forse John Florey Robin Jackson Rear Admiral John Hilton  
Oliver Miles Dr Simon Moores Dr Peter Madden Dr Simon Shepherd