

## Job Description

**Title:** Head of Marketing

**Location:** Dublin, Ireland

**Reporting to:** Director of Sales

**Contract Type:** Full time Permanent

### Cantor Fitzgerald (CFI)

Cantor Fitzgerald Ireland is part of leading global financial services firm Cantor Fitzgerald. Cantor Fitzgerald has offices and trading desks in all major financial service centres throughout the world. We specialise in equities, Investment Banking, Real Estate, Fixed Income and Currencies. Cantor Fitzgerald's affiliate businesses include: BGC Partners, Inc. (BGC), Newmark (NMRK), and GFI Group (GFI). Cantor Fitzgerald Ireland provides a full suite of investment services, primarily wealth management, fund management, debt capital markets and corporate finance. An exciting opportunity has arisen for a Head of Marketing to work with our team in Dublin.

### Role Summary:

The Head of Marketing will lead a dynamic marketing team within a leading global financial services firm. The Head of Marketing will work with internal business partners and external vendors to drive our digital strategy that reflects client activity and thought leadership. The successful candidate will also promote Cantor Fitzgerald's website and our Social Media platforms through the development of digital marketing campaigns that drive traffic to feature articles etc. The Head of Marketing will also be required to organise and coordinate conferences and events for the company with the assistance of the marketing team. This role requires a deep understanding of financial markets, B2B target audiences and strategies, attention to detail and exceptional project management skills.

### Responsibilities

- Develop and implement the Cantor Fitzgerald marketing strategy, building strong relationships across CFI to identify and develop marketing opportunities that support commercial objectives
- Transform raw content from business stakeholders into compelling, audience-relevant marketing assets, distilling complex topics into clear, benefit-led marketing communications
- Help to deliver Cantor's brand strategy through content and events targeting Cantor Fitzgerald's clients; ensure that all tactics are fully aligned with business requirements and priorities
- Build out Cantor Fitzgerald's Marketing capabilities within the marketing team, including training and mentoring of team members
- Drive the Cantor brand internally to ensure the company's core culture, identity and values are embraced by employees

- Direct internal and external resources to create innovative marketing materials including but not limited to written articles, videos, infographics, social posts, digital advertising, and event assets
- Grow awareness and traffic to our website by providing users with regular, useful and engaging content that's aligned with their business decision-making needs and interests
- Organise and coordinate Events, Conferences etc to amplify the Cantor brand to its clients, ensuring we maximize event speakers and content for marketing activity
- Monitor market trends and competitor activity to ensure our marketing and advertising approach is tailored, creative and relevant, while remaining differentiated from competitors
- Measure and report on the impact of marketing activities to maximize ROI. Understand the impact from marketing to guide strategy and spend optimization decisions

**Requirements:**

- Minimum of 8 years' experience in Marketing, Communications or related role
- Bachelor's in Business, Communications, Marketing or related field is essential
- MSc in Marketing or related field is desirable
- Project and agency management experience
- Deep understanding of institutional financial markets and B2B target audiences and tactics
- Ability to translate complex ideas into simple packaging
- Prior experience as a people manager, including building high performing teams, training new talent, developing, upskilling and retaining individual contributors

Qualified applicants may write enclosing their CV to [recruitment-ireland@cantor.com](mailto:recruitment-ireland@cantor.com), quoting ref: Dublin – Head of Marketing