



FinTech Practice Lead

As a FinTech Practice Lead, you will work closely with key accounts, partnering with our clients to optimize and evolve their retention and loyalty marketing programs. You'll be responsible for client retention and growth, facilitating services across the agency including analysts, creative, and technical consultants. We are looking for someone who excels at building rapport and has deep expertise in strategic best practice and the technical landscape in the retention and loyalty marketing space.

Candidates should be team players with demonstrated success in leading cross-functional teams in an agency setting to build and grow marketing program for brands across retention and loyalty channels in the FinTech vertical.

Responsibilities:

- Learn and understand client business challenges and goals, and navigate complex client organizations
- Facilitate strong working relationships among internal resources across all teams that are engaged to support the work you need delivered
- Participate in all aspects of business development including identifying opportunities, scoping, authoring statements of work and forecasting
- Understand and navigate the nuance in the agency/client relationship
- Display marketing curiosity and a willingness to push your own thinking and the agency's work in new directions
- Perform in-depth discovery of client's business, competitors, and industry
- Provide strategic marketing consulting services to new and existing clients, including (but not limited to):
 - Customer journey mapping: map client's customer journeys from acquisition to retention and win back; develop strategic recommendations to fill gaps and ensure a seamless and holistic customer experience
 - Marketing program optimization audits: Conduct detailed assessments of current marketing or email programs and make actionable recommendations for improvement
 - Campaign optimization: work with clients to improve email and online marketing campaign performance; develop strategic recommendations for improved performance of client's email marketing initiatives
 - Share insights: Help clients gain insights into their business and customer behavior through reporting and analysis of campaign data, transactional data, customer profile data, etc.
- Provide clients with recommendations on a variety of digital marketing topics including email deliverability, data hygiene, privacy, segmentation, testing strategies, etc.



- Awareness of the unique opportunities and challenges of marketing financial services products to consumers (e.g. regulatory and privacy considerations, unique messaging approaches etc.)
- Wear multiple hats; manage multiple clients, project tasks, timelines, and deliverables

Requirements:

- 7+ years of deep experience in retention and loyalty marketing
- 5+ years working in an agency or consulting firm
- 3+ years working client side or agency side in FinTech
- Deep knowledge around email marketing opportunities and challenges including deliverability, creative, segmentation and modeling, privacy and data security, etc.
- Exceptional problem-solving skills and team collaboration
- Ability to interpret and foresee client needs and challenges to propose appropriate solutions
- Experience translating data analysis into actionable marketing recommendations and presentations
- Strong written and verbal communication skills, including confidence presenting to large groups and C-level marketers
- Ability to perform under pressure and meet deadlines while demonstrating enthusiasm towards colleagues and clients
- Demonstrated ability to be highly organized, self-directed and detail-oriented
- Ability to organize and prioritize multiple concurrent assignments
- Advanced proficiency in Excel, PowerPoint
- Familiarity with process management tools such as Jira, Basecamp, Asana, Workfront, Mavenlink, etc.
- Bachelor's degree required, Master's degree preferred

Work Environment/Travel

This job operates in a remote work environment with semi-frequent travel to professional office settings and other events locally, nationally and internationally; some overnight travel may be expected. Any travel requirements will be mutually assessed with safety in mind in light of the COVID-19 pandemic.

How to Apply

Please email your cover letter and resume to loveyourlife@shawscott.com.