

ROLE SPECIFICATION – Part Time Marketing Intern (One-Year FTC)

Purpose of Role

We are looking for a proactive and organised Marketing Intern to join our busy team for a one-year part time fixed-term internship. This role will be ideal for a current university undergraduate studying marketing, or a recent graduate looking to gain hands-on experience in a professional marketing environment. This role will report to the Group Chief Operating Officer.

About Us

HFMC Wealth is a boutique wealth planner, asset manager and employee benefits specialist. As we are independent, this allows us to provide objective advice that is aligned to a client's best interests, delivered by teams steeped in financial services knowledge and experience. We have built our Company on integrity and trust, because doing what is right for our clients is best for our business.

HFMC Wealth has been awarded Corporate Chartered status by the Chartered Insurance Institute – the industry gold standard for financial planners evidencing ethical practice, professional, competent, and knowledgeable advice, and a commitment to providing service and support of the highest quality.

We are passionate about equal opportunities and diversity within the industry and have worked hard to develop a fantastic people-led culture. We are proud winners of the 2019, 2021, 2023 and 2025 Best Financial Advisers to Work for award.

Accountabilities

The role comprises of:

Magazine Coordination

- Manage the production and distribution of our online and physical quarterly magazines (Financial Planning, Investment, Mortgage, and Employee Benefits)
- Liaise with freelance ghostwriters, our marketing agency, our website developers, compliance team, and outsourced printers to deliver to an existing schedule
- Ensure timely distribution to adviser digital address books and print recipients

Social Media Content Management

- Responsible for scheduling and posting approved content to the company LinkedIn account, including splitting the financial planning and investment magazine content into 5+ article and posting these to the account on a pre-agreed schedule for minimum weekly content
- Research and propose article topics to the Head of Marketing based on economic event of key market data being published

Website Content Updates

- Coordinate with web developers to ensure timely display of company news and award wins on our websites
- Add and remove adviser joiners and leavers to the Our Team section of our website
- Liaise with website developers when the HFMC Asset Management Interest rate needs updating

Event Promotion and Creative Support

- Create digital promotional materials to support adviser-led events and business development activities on an ad hoc basis
- Assist with the design of PowerPoint presentations to support business development following the HFMC Wealth Brand Guidelines, using content supplied to you

Internal Events Support

- Work alongside the People & Culture team to help organise internal events, including the Summer Conference and Christmas party (2 days per year in person)
- Support operational teams during client-facing events post-acquisition onboarding (1 – 2 days per year in person)

User Testing of Client Materials

- Establish and coordinate with feedback groups, to be made up of individuals with lower levels of financial knowledge
- Gather feedback on client publications and marketing materials and suggest improvements to enhance clarity and readability for a high-net-worth client target market

What We're Looking For

The successful candidate will:

- Be a university undergraduate studying marketing or a recent graduate with an interest in marketing, communications, or business
- Have strong organisational skills and the ability to manage multiple projects to deadlines
- Have excellent written and verbal communication skills
- Have a creative mindset with great attention to detail
- Be comfortable working independently and collaborating with various key stakeholders
- Experience with social media, especially LinkedIn, and familiarity with design tool (e.g. Canva) is desirable but not essential
- A basic understanding or interest in financial service is a plus, but not required – a willingness to learn is important

What We Offer

- A flexible, remote-first working arrangement
- Exposure to a wide range of marketing functions within a well-established financial planning and wealth management firm
- An opportunity to build a portfolio of work including publications, digital content, and event marketing
- Mentoring and support from a business leader

Location: Remote with a small number of in-person events to attend

Hours of work: 25-30 hours per month, hours to be discussed monthly with COO

We will try to accommodate any reasonable adjustments needed for our recruitment processes, please do let us know if this applies to you and how we can adequately support you.