

GUERNSEY FINANCE (GF)

LONDON REPRESENTATIVE

Introduction

As part of our investment in Guernsey's economic future, Guernsey Finance (GF), the promotional agency for Guernsey's finance industry internationally, is looking for an experienced finance industry professional to lead additional international business development work in line with the objectives of the States of Guernsey's Strategic Development Fund (SDF). This appointment and all associated costs and expenditure will report to the CEO and DCEO.

Although the role will be based in London, some travel will be a requirement of this role, including regular trips to Guernsey. The candidate will be working from home but have access to appropriate work environments in London for meetings, on the go office work, and communications during work hours. The ability to work autonomously and adapt personal business development skills for culturally different environments and across different sectors of the finance industry is essential. The successful candidate will have a broad-based and successful record in international business development in a finance industry context.

Objectives

The objective of this appointment is to undertake development work in three areas:

- To develop and enhance existing relationships – This work will involve proactive management of known contacts within the private wealth management and funds sectors. Emphasis will be on ensuring that personal contacts within firms are regularly met and kept abreast of Guernsey developments. This may include (but will not be limited to):
 - Education of contacts on Guernsey developments
 - Understanding and reporting back developments in market requirements and sentiments.
 - Facilitating the engagement of Guernsey practitioners with London contacts
 - Liaising with market and sector bodies to ensure as broad as possible network of contacts and understanding of the Guernsey proposition.
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- To develop new relationships – this involves working with industry and FTI Consulting to identify and development new contacts across the key market sectors. This may include (but will not be limited to):
 - Establishing initial contact with identified targets
 - Educating targets in the Guernsey offering
 - Understanding target requirements and sentiments and establishing how Guernsey can be relevant to them
 - Facilitating engagement with Guernsey practitioners
- To support the international BD work of GF – this work is focused on supporting BD work in other markets. Initially this is likely to be focused on the Middle East and South Africa. Some travel to other major UK markets may also be required. This may include (but will not be limited to):

To be considered for this role please send a CV and covering letter to dom@guernseyfinance.com for the attention of the Chief Executive. Applications close Friday 19 October. Agency applications will not be accepted.

- Leading road show delegations to promote Guernsey services to local practitioners and intermediaries
- Attend and speak at third party events on Guernsey's behalf
- Attend and support GF events in London
- Organise and host round table dinner events in London
- Provide support to colleagues and stakeholder representatives in London as required

Candidate requirements

Ideally the successful candidate will:

- Have a degree in Finance, Marketing or Communications
- Have 10 years' experience in marketing, corporate communications or business development for a financial services firm
- Be a team player, creative, and with strong business acumen
- Be technologically and App savvy
- Have great communication and presentation skills
- Be able to work independently, under pressure and meet tight deadlines.

Please send all applications to dom@weareguernsey.com.