

Marketing Manager

Location: Remote

Role Overview

We are seeking a Marketing Manager to join our marketing team to drive our product marketing and digital channels. This role will play a critical part in shaping how our products are positioned, understood, and communicated to prospects, clients, and partners.

Working closely with Product, Sales, and Lead Generation teams, you will be responsible for translating complex banking and technology capabilities into clear, compelling, and commercially effective messaging. This is a hands-on role suited to someone who enjoys both strategic thinking and practical delivery.

Key responsibilities

Product Marketing & Collateral

Develop and maintain a comprehensive suite of product marketing materials, including:

- Product fact sheets outlining features, benefits, and use cases
- Sales enablement and outbound content to support lead generation and business development
- Persona-based messaging

Ensure all product messaging is consistent, accurate, and aligned with our brand and positioning

Website and Digital

Develop website and digital content and reporting, including:

- Web strategy & conversion optimisation
- Paid acquisition (LinkedIn, search, industry media)
- Funnel analytics support

Content & Thought Leadership

- Create high-quality thought leadership content that demonstrates our expertise in banking, payments, and financial technology
- Contribute to articles, blogs, and whitepapers that reflect industry trends, regulatory developments, and market opportunities
- Work with internal subject matter experts to capture insights and translate them into engaging external content

Visual and Support Materials

- Brief and collaborate on the creation of explainer graphics and visual assets
- Ensure visual content complements and enhances written messaging

Cross-functional Collaboration

- Work closely with Product Technical teams to stay aligned with product capabilities, roadmaps, and releases

Skills and experience

Essential

- Fluent English speaker
- Proven experience in a product marketing or digital marketing role within a banking technology provider or a banking marketing team
- Experience planning, running and measuring digital marketing campaigns
- Strong understanding of retail and commercial banking products, including:
 - Current accounts
 - Savings products
 - Unsecured lending
 - Mortgages
- Solid knowledge of the banking and financial services industry/market intelligence
- Ability to simplify complex technical and functional concepts into clear, accessible content
- Excellent written communication skills, with strong attention to detail

What is core banking?

Ever wondered what happens when you tap your phone on a contactless terminal? How money actually gets in and out of your bank account? Or how banks and Fintechs actually build and operate financial products? That's where core banking systems come in; they provide the account ledgers, product configuration and integration points to the financial ecosystem. Some financial institutions build their own core in-house, others buy them from core banking vendors, like us.

About SaaScada

SaaScada is a data-driven core banking platform serving clients across the UK, Europe, and the Middle East. We support a diverse range of financial institutions, from Payment Service Providers and EMIs to fully licensed banks.

Our success has been built by a small, highly experienced team that has consistently challenged traditional approaches to core banking. By combining modern technology with deep banking expertise, we enable our clients to launch, scale, and innovate more effectively. As we continue to expand globally, we are investing in key roles to support our growth and strengthen our market presence.





Skills and Experience

Desirable

- Graphic design skills
- Familiarity with regulated financial environments and market-specific nuances
- Experience supporting go-to-market initiatives or product launches
- Additional languages would be advantageous

Personal Attributes

- Commercially minded with a strong sense of audience and purpose
- Comfortable working in a fast-growing, agile environment
- Proactive, self-motivated, and able to manage multiple priorities
- Collaborative and confident, engaging with senior stakeholders

What we offer

- Competitive salary aligned with experience
- EMI share option scheme – you will share in our success
- Family health insurance
- Life cover
- 25 Days Holiday (+ Bank Holidays)
- Remote working environment
- High trust, low bureaucracy, and a culture of respect and accountability

**If you want be part of a fast-growing, forward-thinking business,
please send your CV and covering letter to: careers@saascada.com**

ALL APPLICANTS MUST BE ABLE TO EVIDENCE THE RIGHT TO WORK IN THE UK.

NO AGENCIES PLEASE.

