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| **Role title:** | Marketing Executive – (Region/Segment) | **Responsible to:** | Marketing Manager – (Region) |
| **Division:** | Business Development and Engagement | **Department:** | Brand and Marketing |
| **Direct Reports and Level:** | No direct reports | **Scope:** | Execute Marketing strategy across (Region/Segment) |
| **Scale:** | 0 People£0 Budget |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Core 1 | **Role Family** | Sales, Marketing and Communications |

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| **Overall Role Purpose** |
| The purpose of the role is to translate and distil segment specific marketing strategies into cohesive plans to bring success to campaigns, scheduling them annually for maximum impact to achieve acquisition volumes, greater engagement and retention targets |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational** * Work closely with the segment and regional planners to identify priorities and opportunities within the markets thus feeding in to marketing plans.’
* Contribute to the development and delivery of the Brand and Marketing strategy to plan, cost and quality
* Support and lead where required on assigned Business Development and Engagement projects affecting MPS wide and roll out other projects/initiatives within Business Development and Engagement ensuring delivery of projects to time, cost and quality and that can demonstrate a return on investment
* Translate and distil marketing strategy into annual multi-channel marketing plans to achieve agreed segment objectives
* Work closely with Business Development and Commercial Services to develop powerful creative propositions that appeal and are relevant to members and deliver personalised propositions
 | * Corporate Strategic priorities Vs plan
* Division Plan delivery Vs plan
* Delivery of projects to plan
* Marketing delivery Vs Plan
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| **Financial*** Ensure that all spend is managed within organisation policy reporting on variance to budget to the Marketing Manager
* Build and/or validate commercial and analytical value forecasts into the quarterly planning process and campaign process for continual improvement and refinement
* Work closely with Digital Communications and Member Operations to monitor marketing performance data and present actionable insight that drives effective ROI on campaigns
 | * Operational budget Vs Plan
* Member numbers Vs plan
* Income Vs plan
* Retention targets delivered Vs plan
* Cost of sales Vs plan
* Return on education investment Vs plan
* ROI on marketing campaigns
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| **Member*** Monitor and provide robust challenge of emerging people risks and issues arising from business activities which fail to deliver appropriate and consistent outcomes for members or are likely to have a material adverse effect on the Group, its operation or financial security
* Identify critical issues, trends and opportunities within MPS’s diverse member / client base targeting activity appropriately to achieve pre agreed objectives
* Develop marketing tactics and quarterly campaigns including recommendations for sponsorships and events to support new business acquisition, generate engagement and achieve retention targets
* Support a culture of continuous improvement to drive operational efficiency and great member experiences and outcomes.
 | * Net promoter score
* Member feedback
* Member Experience Scores
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| **People*** Take personal accountability for own training, competence, performance and engagement ensuring clarity on own accountabilities and comply with all governance, policy standards and processes
* Build good working relationships with a range of stakeholders and support the Brand & Marketing leadership team in managing these stakeholder expectations
* Contribute to both individual and team objectives and performance metrics to ensure the Brand & Marketing team remains a highly performing team
* Collaborate with digital, design, content and planning teams to develop new and inventive solutions to meet segment specific targets
 | * Delivery of Personal Development Plan to plan
* One to one / performance review meetings Vs Plan
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| **Risk*** Identify and report risks and issues identified within Business Development and Engagement and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues
 | * Risk & Control Self- Assessments
* Audit Actions
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| **Responsibilities (RACI)** |
| * Lead, participate and facilitate completion of relevant businesses cases and briefs to deliver well-constructed marketing literature / campaigns
* Undertaking other duties and tasks that from time to time may be allocated to the role holder that are appropriate to the level or role
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| **Key Governance Responsibilities** |
| * Attendee at relevant Business Readiness meetings for MPS’s strategic initiatives
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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking | Leading Self |
| Building Capability in Self and Others | Leading Self |
| Influencing Others | Leading Self |
| Collaborating for Results | Leading Self |
| Leading Self and Others | Leading Self |
| Commercial and Risk Thinking  | Leading Self |
|  | **Knowledge and qualifications** | **Skills** | **Experience** |
| **Essential** | * Sound knowledge of marketing and marketing communications planning
* Sound knowledge of campaign delivery and development processes
* Knowledge of marketing strategy development
* Proven marketing experience
 | * Ability to translate strategy into actionable marketing and campaign plans
* Familiar with developing annual marketing plans to drive acquisition, engagement and retention
* Able to execute campaigns at a strategic level as well as day-to-day implementation
* Ability to track results and effectiveness and develop solutions to overcome challenges and underperformance
* Ability to judge copy and creative objectively
* Ability to report analyse and provide appropriate commentary on campaign performance metrics
 | * Consumer / B2B (if applicable) marketing experience
* Proven experience in delivering effective marketing plans with a strong understanding of marketing techniques and tools across all mediums
* Experience of implementing multi-channel, multi-country campaigns
* Experience of marketing campaign effectiveness measures
* Experience of using insight to drive action in marketing plan development
* Experience / understanding of digital campaigns and social media
* Experience writing campaign briefs and plans
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| **Desirable** | * CIM diploma or equivalent
 | * Previous experience in financial service or related organisations
 | * Experience of working in a regulated financial services environment
* Experience in content marketing
* International marketing experience
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