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| **Role title:** | Brand and Marketing Executive | **Responsible to:** | Brand, Marketing and Communications Manager |
| **Division:** | Business Development and Engagement | **Department:** | Brand and Marketing |
| **Direct Reports and Level:** | No direct reports | **Scope:** | Execute Brand and Marketing strategy across international markets |
| **Scale:** | 0 PeopleUp to £300k 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 deliver and implement marketing and communications strategies and campaigns to improve awareness levels, and support acquisition, cross-sell, loyalty and retention across the organisation, contributing towards our business income and growth targets. This role has a focus on the following areas:* Brand (our global member facing brands)
* The MPS Foundation
* Risk Prevention (individual members)
* Cognitive Institute and MPSP (B2B)
* Core strategic project support where required, including additional resource support for UK and Ireland marketing
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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational** **Brand*** Support the Brand, Marketing and Communications Manager to develop brand strategy plans that deliver increased brand warmth, awareness and Net Promoter Scores
* Work with external brand, marketing and media agencies to develop the global brand campaign, taking ownership of the comms plan and it’s development to ensure it meets annual brand objectives
* Lead on the delivery of additional brand projects to increase awareness and engagement levels with members, prospects and colleagues.
* Plan and deliver brand projects that will increase colleague awareness and engagement levels, to help drive brand consistency across the business
* Monitor and analyse all brand activity to measure performance against objectives providing recommendations for improvement/ opportunities
* Develop creative briefs with stakeholders and agree timescales for delivery to ensure activities are delivered on time and on budget
* Manage the creative process and implement campaigns and strategies, collaborating with colleagues, and external agencies, to ensure projects stay on track
* Lead marketing collateral development and coordination, in conjunction with our internal design studio and external agencies to ensure projects stay on track and deliver on objectives.
* Undertake other duties and tasks that from time to time may be allocated to the role holder that are appropriate to the level or role.

**The MPS Foundation*** Support the annual programme of marketing activity for The MPS Foundation to drive expressions of interest and levels of engagement
* Work with The MPS Foundation team to develop effective marketing campaign plans to deliver on the Foundation’s objectives
* Manage and deliver comprehensive marketing campaigns to raise awareness levels and drive funding applications
* Develop creative briefs with stakeholders and agree timescales for delivery to ensure activities are delivered on time and on budget
* Manage the creative process and implement campaigns and strategies, collaborating with colleagues, and external agencies, ensuring projects stay on track
* Lead marketing collateral development and coordination, in conjunction with our internal design studio and external agencies. to ensure projects stay on track and deliver on objectives.
* Undertake other duties and tasks that from time to time may be allocated to the role holder that are appropriate to the level or role.

**Risk Prevention/Cognitive Institute*** Own the development and delivery of the annual Risk Prevention and Cognitive multi-channel marketing plan to ensure it delivers on agreed annual objectives
* Work closely with key stakeholders in Risk Prevention, Cognitive and MPSP (MPS Partnerships) to understand objectives, propositions and key targets and deliverables
* Support the MPSP marketing B2B strategy by providing compelling Cognitive content and the promotion of webinars and workshops to drive interest and leads
* Develop briefs with stakeholders and agree timescales for delivery to ensure activities are delivered on time and on budget
* Manage the creative process and implement data-driven acquisition and retention campaigns and strategies, collaborating with colleagues, and external agencies, to develop powerful creative propositions that appeal and are relevant to members and deliver personalised propositions
* Lead marketing collateral development and coordination, in conjunction with our internal design studio and external agencies to ensure projects stay on track and deliver on objectives.
* Assist with management of digital platforms including, Wordpress, Active Campaign and social media platforms to ensure these provide the best member experience
* Undertake other duties and tasks that from time to time may be allocated to the role holder that are appropriate to the level or role.

**Key project support*** Support and lead where required, on assigned Business Development and Engagement key strategic projects affecting MPS, ensuring delivery of the marketing or communications aspects of the projects to time, cost and quality to achieve strategic goals
* Support the UK and Ireland Marketing team during peak periods where additional capacity is required. Taking ownership of marketing campaign activities to help towards overall business growth targets
* Undertake other duties and tasks that from time to time may be allocated to the role holder that are appropriate to the level or role.
 | * Corporate Strategic priorities Vs plan
* Division Plan delivery Vs plan
* Delivery of projects to plan
* Marketing delivery Vs Plan
* Expressions of interest Vs target
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| **Financial*** Manage the Risk Prevention and Brand budgets – reporting monthly on spend against forecast to ensure spend is within budget
* Ensure that all spend is managed within organisation policy reporting on variance to budget to the Brand, Marketing and Communications 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 Marketing, Direct Sales and Service to monitor performance data for member communications to present actionable insight that drives effective ROI on campaigns
 | * Income Vs plan
* Retention targets delivered Vs plan
* Cost of sales Vs plan
* Return on education investment Vs plan
* Risk Prevention marketing budget Vs Plan
* Risk Prevention member numbers Vs plan
* Cognitive / Risk Prevention Income Vs plan
* Brand income 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
* Lead on competitor brand research to build knowledge, inform and support future marketing activity.
* Develop marketing tactics and campaigns including recommendations for sponsorships and events to support new business acquisition, generate engagement and achieve business growth and retention targets
* Support a culture of continuous improvement to drive operational efficiency and great member experiences and outcomes
* Regularly evaluate campaigns to report back to the Brand, Marketing and Communications Manager, documenting the results to share with key stakeholders and for continuous improvements to future campaigns and member experience.
* Identify competitor activity and market developments in healthcare to share knowledge and ensure effective and relevant communications to members and prospects.
 | * 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 to ensure cross divisional collaboration
* Contribute to both individual and team objectives and performance metrics to ensure the Brand & Marketing team remains a high performing team
* Collaborate with digital, design, content and planning teams to develop new and inventive solutions to meet segment specific targets
* Collaborate with the Risk Prevention: Hospital Programme, Client Management, Education Development, and Ops and Delivery teams to deliver the best outcomes for members and clients.
* Collaborate with the MPSP team to support with relevant Cognitive content and marketing to assist and achieve business targets
* Collaborate with The MPS Foundation team to deliver effective marketing solutions that will drive funding applications among members and prospects.
 | * One to one / performance reviews
* Colleague feedback
* Values rating
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| **Risk*** Be the Brand Guardian for BD&E projects where additional brand support may be required to ensure consistency across all initiatives
* 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)** |
| * Contribute to the development and delivery of the Brand and Marketing strategy to plan, cost and quality with specific focus on strategic projects
* Support the delivery of key milestones of identified strategic initiatives
* Lead, participate and facilitate completion of relevant businesses cases and briefs to deliver well-constructed marketing literature / campaigns
* Contribute to the achievement of market share through engaging communications that drive brand loyalty and brand perception across all segments and countries
* Execute multiple tasks and initiatives, being agile without compromising high standards
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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 and Others |
| Building Capability in Self and Others | Leading Self and Others |
| Influencing Others | Leading Self  |
| Collaborating for Results | Leading Self and Others |
| Leading Self and Others | Leading Self |
| Commercial and Risk Thinking  | Leading Self and Others |
|  | **Knowledge and qualifications** | **Skills** | **Experience** |
| **Essential** | * Sound knowledge of brand, 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 brand and/or marketing plans with a strong understanding of brand and 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
 |  | * Experience working on a brand/global brand account
* Experience working on a global brand campaign
* Experience in content marketing
* Previous experience in financial service or related organisations
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