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| **Role title:** | Digital Marketing Co-ordinator | **Responsible to:** | Digital Marketing Manager |
| **Division:** | Business Development and Engagement  | **Department:** | Brand and Marketing |
| **Direct Reports and Level:** | No direct reports | **Scope:** | Delivery of digital membership communications and supporting delivery of digital communications for marketing campaigns across all MPS segments and all markets. |
| **Scale:** | 0 People£0 Budget£0 income |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Core 1 | **Role Family** | Sales/Marketing/Comms |

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| **Overall Role Purpose** |
| Working closely with the Digital Communications Leads and Marketing Planners to support the delivery of digital marketing communications activity and membership communications. Assist the delivery of email campaigns, maintaining MPS’ websites, performance reporting and contribute to the wider marketing communications initiatives, strategies and activities.  |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational** * Contribute to the delivery of digital marketing strategy to achieve agreed goals and outcomes
* Research digital market trends, and other relevant user behaviours to inform and maximise digital marketing initiatives and campaigns
* Implement membership communications via digital channels to support agreed objectives and outcomes
* Support the implementation of promotional activity that drives member interest and action to support agreed targets
* Monitor and report on performance of channels and campaigns, refining approaches to maximise opportunities
* Support and lead where required on digital marketing projects ensuring delivery of projects is achieved to time, cost and quality demonstrating learnings or a return on investment
 | * Digital Marketing Strategy delivery versus annual plan
* Delivery of projects to annual plan
* Marketing campaign performance vs stated goal
* Segment and country targets vs plan
 |
| **Financial*** Ensure that all digital marketing spend is managed within organisational policy reporting variances to budget to the Digital Marketing Manager
* Work closely with Digital Communications Team and Marketing Teams to monitor marketing performance data, suggesting ways to improve specific channel metrics to maximise contact opportunities
 | * Operational budget vs Plan
* Marketing campaign performance vs plan
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| **Member*** Support the Digital Communications Team to develop and deliver digital marketing campaigns and communications that drive member interest to support new business acquisition, generate engagement and achieve retention targets
* Establish a new dedicated email communications account to deliver all membership focused communications to minimise opt outs and manual workarounds
* Support a culture of continuous improvement in digital marketing channels to drive operational efficiency and great member experiences and outcomes.
* Monitor and escalate any 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 digital trends and opportunities within MPS’s diverse member / client base targeting activity appropriately to achieve pre agreed objectives
 | * Net promoter score
* Member feedback
* Member Experience Scores
* New business and retention targets vs plan
 |
| **People*** Build good working relationships with a range of stakeholders and support the Brand & Marketing leadership team in managing stakeholder expectations for positive outcomes
* Contribute to both individual and team objectives and performance metrics to ensure the Brand & Marketing team remains a highly performing team
* Collaborate with marketing, design, content and planning teams to develop new and inventive solutions to meet segment specific targets
* Take personal accountability for own training, competence, performance and engagement ensuring clarity on own accountabilities and comply with all governance, policy standards and processes
 | * Stakeholder feedback
* Performance vs plan and targets
* PDP in place and reviewed every 6 months
 |
| **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
* Incidents / incident management
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| **Responsibilities (RACI)** |
| * Work with Marketing Planners to ensure timely delivery of membership communications including mandatory communications and marketing acquisition and retention activity
* Working with Digital Communications Leads to support with email campaign and website maintenance
* Working with Digital Marketing team to ensure outputs adhere to best practice (QA) and optimised for purpose
* 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** |
| None |

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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking |  |
| Building Capability in Self and Others |  |
| Influencing Others |  |
| Collaborating for Results |  |
| Leading Self and Others |  |
| Commercial and Risk Thinking  |  |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Knowledge of developing and delivering marketing campaigns
* Knowledge of digital marketing methodologies
* General understanding of websites, email platforms, apps, social media and digital channels,
 | * Excellent verbal and written communication skills
* Attention to detail
* Excellent proofreading ability
* Effective time management
* Ability to re-prioritise workloads at short notice
 | * Experience in a digital or marketing role or with transferable skills
* Experience interpreting data to provide performance information and reports
* Digital collateral creation
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| **Desirable** | * Communications or marketing qualification
* Knowledge of digital trends
 |  | * Experience of working with a website CMS
* Experience of working with an email marketing platform
* Copywriting / content marketing experience
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