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| **Role title:** | Marketing Executive Risk Prevention | **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 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 strategy to improve awareness levels of Risk Prevention (individual members and B2B (Cognitive Institute), supporting acquisition, cross-sell, loyalty and retention across the organisationThe role requires ownership of a robust marketing plan to deliver effective campaigns that drive awareness and increase essential skills course participation rates among members across a global market. This role also contributes to the delivery and implementation of the Risk Prevention B2B marketing strategy to raise awareness and drive commercial uptake of Cognitive Institute programmes and services within Asia Pacific, and to support the MPS Partnerships strategy in global markets |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational** * Work closely with the segment and regional planners and Risk Prevention to deliver and implement the Risk Prevention strategy and plan to deliver agreed annual targets.
* Support and lead where required on assigned Business Development and Engagement projects affecting MPS ensuring delivery of the marketing or communications aspects of the projects to time, cost and quality to achieve strategic goals
* Translate and distil marketing strategy into annual multi-channel Risk Prevention marketing plans to achieve agreed departmental objectives
* Work closely with Risk Prevention to develop powerful creative propositions that appeal and are relevant to members and deliver personalised propositions
* Monitor and analyse the marketing activity providing recommendations for improvement/ opportunities.
* Lead on competitor research to build knowledge, inform and support future marketing activity.
* Execute multiple tasks and initiatives, being agile without compromising high standards
 | * 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 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 Communications and Ops and Delivery 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
* 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
* Regularly evaluate campaigns to report back to the Risk Prevention Lead, 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..
 | * 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 highly 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.
 | * Delivery of Personal Development Plan to plan
* One to one / performance review meetings Vs Plan
* Engagement Index Vs MPS
* Leadership Index Vs MPS
* Strong Talent and Succession Plans
* People Metrics – attrition, absence
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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
* Write and develop comprehensive creative briefs for the internal design team and external agencies
* Manage the creative process and implement data-driven acquisition and retention 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.
* Plan and manage meetings, events, conferences/trade shows, including identifying, assembling, and coordinating requirements, maximising sponsorship opportunities and providing briefings and support material
* Assist with management of digital platforms including, Wordpress, Active Campaign and social media platforms
* 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 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 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
 |  | * Experience in content marketing
* Previous experience in financial service or related organisations
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