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| **Role title:** | Digital Communications Lead | **Responsible to:** | Digital Communications Manager |
| **Division:** | Business Development and Engagement | **Department:** | Brand and Marketing |
| **Direct Reports and Level:** | No direct reports  Core | **Scope:** | Build, develop, implement and optimise MPS’s digital footprint through digital communication channels for all countries in which MPS operates, driving a level of personalisation |
| **Scale:** | 0 People  £0 Budget |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Core | **Role Family** | Technical |

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| **Overall Role Purpose** |
| 1. Create and implement integrated campaign activity across digital channels to achieve new business acquisition volumes, greater engagement and retention targets 2. Own, analyse and communicate results including key performance metrics on a monthly and quarterly basis including goal achievement, page performance and behaviour of users on website landing pages to identify areas of improvement. 3. Further develop and enhance MPS’s digital footprint, through continued website optimisation and applying learnings to future campaigns to improve results |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational Leadership**   * Support the development and delivery of the Business Development and Engagement strategy to plan, cost and quality * Support 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 | * Corporate Strategic priorities Vs plan * Division Plan delivery Vs plan * Delivery of projects to plan |
| **Financial**   * Ensure that all spend is managed within organisation policy reporting on variance to budget to the Business Development and Engagement leadership team | * Operational budget Vs Plan * Member numbers Vs plan * Income Vs plan * Retention targets delivered Vs plan * Cost of sales Vs plan * Operational budget Vs Plan * Return on education Vs plan |
| **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 | * Net promoter score |
| **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 | * Delivery of Personal Development Plan to plan * One to one / performance review meetings Vs Plan |
| **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)** |
| * Develop and further enhance MPS’s website structure, navigation and usability to ensure they provide a relevant and engaging member experience * Recommend strategies to drive online traffic and create goals and benchmarks to meet to support MPS’s vision as most trusted and valued * Monitor and build knowledge of web-based trends, ensuring MPS is adopting new digital marketing techniques and technologies to remain current and to drive awareness * Analyse traffic sources through tracking and analytics to keep improving digital marketing effectiveness * Build email marketing and communications campaigns and analyse the results, including compiling analytics and reporting to * Design and develop digital aspects of integrated marketing campaigns to support delivery of segment and country specific marketing acquisition, engagement and retention targets * Evaluate and implement new methods of engaging with members through e-communications based on channel choice and member insight. * Work closely with the Social Media Executive to ensure all communication and engagement opportunities are maximised across channels to achieve campaign income and volume targets * Provide digital expertise and implement tracking solutions for MPS’s strategic member facing digital projects |

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| **Key Governance Responsibilities** |
| * N/A |

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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** | * 5+ years of related work experience in website, product, marketing or e-commerce * Knowledge of analytics tools and quantitative experience - using data to develop and measure marketing campaigns * Knowledge of, passion and aptitude for digital marketing | * Analytical and quantitative, with a strong desire to make an impact on business decisions with data * Strong communication and organisational skills with ability to comfortably interface with all levels * Natural aptitude for learning new technologies and tools, with an “early adopter” mentality * Basic understanding of UX design principles: usability, interface design, etc | * Experience working both strategically as well as in an executional capacity to build and deploy campaigns * Proven ability to get things done both independently and in a collaborative, team-oriented environment * Experience in optimising landing pages and user funnel * Experience in Ecommerce, PPC and SEO * Experience of working with a CMS and basic HTML * Experience in on site analytics * Experience in using email platforms and developing personalised email programmes |
| **Desirable** | * Digital marketing or digital qualification | * UX capability | * Experience working in regulated financial services environment * Experience working in a global organisation * Experience in a healthcare related environment |