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| **Role title:** | Marketing Co-ordinator – (UK & International)  12 Month Fixed Term Contract | **Responsible to:** | Marketing Executive – (B2B) |
| **Division:** | Business Development and Engagement | **Department:** | Brand and Marketing |
| **Direct Reports and Level:** | No direct reports | **Scope:** | Execute Marketing strategy across (UK & International) |
| **Scale:** | 0 People  £0 Budget |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Core 2 | **Role Family** | Sales/Marketing/Communications |

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| **Overall Role Purpose** |
| To assist the marketing teams to plan, develop and implement marketing plans and campaigns to optimise customer acquisition, retention, customer satisfaction and brand engagement across target customer segments and life-stages. |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational**   * Contribute to the development and delivery of the Brand and Marketing strategy to achieve annual targets and goals * Support the marketing planning process and assist in developing annual multi-channel marketing plans to achieve agreed segment objectives * Research market trends, demographics, pricing strategies, and other relevant information to support development of effective marketing campaigns * Work closely with Business Development and Commercial Services contributing to the development of powerful creative propositions that deliver personalised propositions to members to achieve annual targets * Support and lead where required on assigned Brand and Marketing projects ensuring delivery of projects is achieved to time, cost and quality and demonstrate a return on investment * Support the development and implementation of promotional activity that drives member interest and action to support agreed targets | * Marketing delivery vs annual plan * Corporate Strategic priorities vs plan * Delivery of projects to plan * Marketing campaign performance vs stated goals |
| **Financial**   * Ensure that all segment specific spend is managed within organisational policy reporting variances to budget to the Marketing Executive * Contribute to the commercial and analytical value forecasts into the quarterly planning process and campaign process for continual improvement and refinement * Work closely with Digital Communications and Direct Sales and Services team 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 |
| **Member**   * Support the Marketing Executive in developing and delivering 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. * 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 critical issues, 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 |
| **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 digital, 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 | * Delivery of Personal Development Plan to plan * One to one / performance review meetings Vs Plan * Stakeholder feedback |
| **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)** |
| * Participate and facilitate completion of relevant marketing briefs to deliver well-constructed marketing literature / campaigns * Support the marketing teams in co-ordinating and delivery of all marketing campaigns and initiatives defined in the annual marketing plan * Undertaking of 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 | 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 |

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|  | **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 * Knowledge of marketing campaign production and delivery processes * Knowledge of marketing techniques and tools | * Ability to judge copy and creative objectively * Ability to report analyse and provide appropriate commentary on campaign performance metrics * Able to develop campaign plans * Ability to track results and effectiveness and develop solutions to overcome challenges and underperformance | * Marketing experience in a marketing role or other relatable role * 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 |
| **Desirable** | * Knowledge of print and production processes * Knowledge of digital marketing channels |  | * Experience in content marketing * International marketing experience * Previous experience in financial service or related organisations |