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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
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| **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
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| **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
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| **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
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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)** |
| * 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
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| **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
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