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| **Role title:** | Brand and Marketing Communications Lead | **Responsible to:** | Brand, Marketing and Communications Manager |
| **Division:** | Business Development and Engagement | **Department:** | Brand and Marketing |
| **Direct Reports and Level:** | No direct reports | **Scope:** | Support the Brand, Marketing and Communications Manager to implement brand and programme marketing and member communication strategies |
| **Scale:** | 0 People  £0 Budget |
| **Regulated Function(s) Held:** | Support for ICP |
| **Evaluation Level** | Core | **Role Family** | Business Support |

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| **Overall Role Purpose** |
| The Brand and Marketing Communications Lead will support the development and implementation of MPS’s strategic initiatives, driving brand engagement through the delivery of communications to support member acquisition, cross-sell, loyalty and retention – ensuring an integrated approach to create a true multi-channel customer experience.  The Marketing Communications Lead will partner and influence cross-functionally with other teams to identify and develop new and innovative methods of communication to maximise value; contributing to all Business Development and Engagement strategies that will contribute to MPS’s Net Promoter Score and brand attribution measures. |

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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 plan, cost and quality with specific focus on strategic projects * Support and lead where required on assigned 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 * Support the delivery of key milestones of identified strategic initiatives * Contribute to the achievement of market share through engaging communications that drive brand loyalty and brand perception across all segments and countries * Execute multiple tasks and initiatives, being agility without compromising high standards * Working with external agencies to develop engaging messaging and creative for retention, acquisition and engagement of members | * Corporate Strategic priorities Vs plan * Division Plan delivery Vs plan * Delivery of projects to plan * Marketing delivery Vs Plan |
| **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 Member Operations to monitor performance data for member communications | * Project and brand budgets for Marketing and member communications budget 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 * Support a culture of continuous improvement to drive operational efficiency and great member experiences and outcomes. * Have an understanding of project requirements and build robust communications that support the projects effectively * Regularly evaluate communications tactics and channels, documenting the results and sharing with the project and key stakeholders * Provide marketing communications support to marketing and business development teams, * Understand and interpret market best practice, applying and testing where appropriate to the members’ experience. * Ensure communications are executed with complete performance metrics, results analysis and reporting | * Net promoter score * Member feedback * Member Experience Scores |
| **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 * 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 project requirements | * 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)** |
| * Lead, participate and facilitate completion of relevant businesses cases and briefs to deliver well-constructed marketing literature / campaigns specific to programmes such as Fusion and ICP * Undertakie 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 |
| 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 | * Ability to translate strategy into actionable marketing and campaign plans * Familiar with developing annual marketing plans to drive acquisition, engagement and retention * Able to and executing 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 |
| **Desirable** | * Proven marketing experience * CIM diploma or equivalent | * Previous experience in financial service or related organisations | * Experience of working in a regulated financial services environment * Experience / understanding of digital campaigns and social media |