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| **DeRole title:** | Digital Marketing Lead | **Responsible to:** | Digital Marketing Manager |
| **Division:** | Business Development and Engagement | **Department:** | Brand and Marketing |
| **Direct Reports and Level:** | No direct reports | **Scope:** | Build, develop, implement and optimise MPS’s digital footprint through digital marketing channels globally in which MPS operates, driving a level of personalisation to support the corporate objectives. |
| **Scale:** | 0 People£0 Budget  |
| **Regulated Function(s) Held:** | No  |
| **Evaluation Level** | Core 1 | **Role Family** | Digital, Data and Change |

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| **Overall Role Purpose** |
| 1. Work collaboratively to 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 all applicable digital marketing channels and apply learnings to future campaigns to improve results
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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational** * 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
* Lead on setting MPS digital marketing KPIs and benchmarks and delivery of campaign and strategic activity to meet to support MPS’s vision and growth targets.
* Identify new digital content marketing opportunities that will meet business objectives through compelling and engaging multi-channel content.
* Provide strategic and campaign reporting, analysis and insights to contribute to continual improvement and optimisation.
* Develop and edit digital marketing and subject matter expert content to support MPS’ knowledge experts reputation ambition and deliver strong content marketing performance.
* Deliver digital elements of full-mix marketing and communications campaigns and analyse the results to best practice standards for SEO, SEM, email and direct messaging, and paid media.
 | * Corporate Strategic priorities Vs plan
* Division Plan delivery Vs plan
* Delivery of projects to plan
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| **Financial*** Ensure that all spend is managed within organisation policy reporting on variance to budget to the Business Development and Engagement leadership team
* Lead on initiatives to optimise digital marketing activity impact and/or efficiency of required resource
 | * Member numbers Vs plan
* Income Vs plan
* Retention targets delivered Vs plan
* Operational budget Vs Plan
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| **Member*** Manage and optimise existing content to ensure accuracy and validity and to provide freshness of content for all audiences and markets.
* Optimise digital aspects of integrated marketing campaigns to support delivery of segment and country specific marketing acquisition, engagement and retention targets
* Lead on content marketing initiatives in support of annual segment and country specific acquisition,
* Manage and optimise MPS’s websites, content, navigation and usability to ensure they provide a relevant and engaging member experience.
 | * Net promoter score
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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
* Maintain and develop knowledge in digital behaviours and digital marketing trends, ensuring MPS is adopting new digital marketing techniques and technologies.
* 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.
 | * 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)** |
| * In scope but not limited to: SEO, SEM, PPC, CMS management, HTML email, direct messaging, automation, Google Analytics / Looker Studio.
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| **Key Governance Responsibilities** |
| * N/A
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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** | * Experience in a full mix digital marketing role
* Knowledge of analytics tools and quantitative experience - using data to develop and measure marketing campaigns
* Knowledge of, passion and aptitude for digital marketing
* Knowledge of on-site / on-page SEO
* Knowledge of email marketing and automation best practice
 | * 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 influence and engage 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 and automation platforms and developing personalised email programmes
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| **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
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