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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
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| **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

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