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| **Role title:** | Assistant Marketing Planner | **Responsible to:** | Marketing Executive |
| **Division:** | Business Development and Engagement | **Department:** | Brand and Marketing |
| **Direct Reports and Level:** | No direct reports | **Scope:** | Support delivery of marketing communications for all countries Medical and Dental through effective planning and workflow management |
| **Scale:** | 0 People£0 Budget Supports delivery of agreed volume targets |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Core 2 | **Role Family** | Sales/Marketing/Communications |

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| **Overall Role Purpose** |
| * Support the planning, co-ordination and prioritisation of marketing campaigns and projects across MPS. Monitor and allocate internal and external resources to meet demands and business priorities. Maintain workload, monitor and adjust deliverables to achieve overarching plans.
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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational** * Plan and distribute tasks through centralised system to appropriate teams within Brand and Marketing to ensure timely delivery of campaigns.
* Monitor workloads of teams within Brand and Marketing and escalate delays or challenges to project owner and Marketing Planners to reduce delays in delivery.
* Support the delivery of the Business Development and Engagement strategy to deliver annual plan, within appropriate costs and to quality standards.
* Co-ordinate external resources – freelancers and agencies – to ensure that projects, jobs, and campaigns are delivered on time and within budget.
* Support the monitoring and reporting of internal marketing processes including QA and Approvals to ensure all final materials have been appropriately checked and approved.
 | * Delivery of projects to plan
* Actual volume vs targets
* Feedback from stakeholders
* Delivery of plans against segment budgets
* QA targets achieved
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| **Financial*** Ensure all agency quotes are received and shared with relevant project owners and Marketing Planners and are saved appropriately in folders for tracking purposes.
* Support the delivery of campaign plans within segment budgets
* Seek ways to reduce costs on campaign spend with agencies / freelancers or via alternate methods of delivery.
 | * Delivery of plans against segment budgets
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| **Member*** Monitor and schedule communications effectively to avoid member email fatigue and reduce unsubscribes.
* Negotiate priorities with stakeholders and merge communications to ensure strong member experience.
* Highlight activities with potential risk to members and business reputation, escalate where appropriate to ensure risks mitigated and accurate delivery of communications.
 | * Net promoter score
* Volume of unsubscribes
* Brand tracker results
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| **People*** Take personal accountability for own training, competence, performance and engagement of self and colleagues ensuring clarity on own accountabilities and comply with all governance, policy standards and processes.
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* Build strong collaborative relationships across Business Development and Engagement to ensure plan alignment.
 | * Delivery of Personal Development Plan
* One to one / performance review meetings
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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.
* Follow appropriate business processes and controls to manage all MPS promotions and to ensure compliance with policies and regulation.
 | * Risk & Control Self- Assessments
* Audit Actions
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| **Responsibilities (RACI)** |
| * Prioritise teams’ capacity and capabilities to deliver innovative data and insight driven marketing campaigns.
* Support the day to day planning process including ‘traffic management’ for new requests and plan changes.
* Develop and implement detailed and extensive plans to deliver marketing campaigns across multiple segments and target audiences to a strict timescale and within a set budget to meet clients’ requirements.
* Work with Marketing Planners to identify potential problems and devise ways to rectify them to overcome issues and achieve planned outcomes.
* Support the briefing and oversight of the work of internal and external agencies, such as designers, illustrators, and printers, mailing houses, placing print and buying media as appropriate to deliver marketing campaign integration to timescale and budget
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| **Key Governance Responsibilities** |
| * none
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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking |  |
| Building Capability in Self and Others |  |
| Influencing Others |  |
| Collaborating for Results |  |
| Leading Self and Others |  |
| Commercial and Risk Thinking  |  |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Knowledge of forecast planning and resource demand techniques.
* Knowledge of marketing and campaign delivery.
 | * Exceptional organisational skills, attention to detail, solid relationship building and interpersonal skills.
* Communication and influencing skills with the ability to present information.
* Proven ability to successfully manage multiple priorities and focus areas within deadlines.
* Strong Excel / spreadsheet skills.
 | * Proven track record of having established successful business relationships with stakeholders.
* Resource planning and/or management.
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| **Desirable** | * CIM Professional Diploma, Marketing degree or similar qualification.
* Knowledge of digital and social media marketing / content production.
* Knowledge of working in a regulated environment.
* Knowledge of print production techniques.
* Knowledge of production timescales and processes.
* Knowledge of planning campaigns and workflow / resource management
 | * Previous experience in financial service organisations.
* Skilled in managing integrated marketing campaigns.
* High levels of logical thinking & problem-solving skills.
* Strong negotiation skills.
* Diary management would be advantageous.
 | * Experience working in a global organisation.
* Experience working on marketing campaigns.
* Experience of working in a regulated financial services environment.
* Experience in strategic campaign planning on projects involving multichannel execution.
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