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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  Global |
| **Scale:** | 0 People  £0 Budget |
| **Regulated Function(s) Held:** | Support for ICP |
| **Evaluation Level** | Core 1 | **Role Family** | Sales, Marketing and Communications |

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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 member 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 Leadership**   * 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 agile 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 * Feedback from stakeholders |
| **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 member impact risks and issues arising from Brand, Marketing and Communications 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 * Feedback from team |
| **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)** |
| * Risk Prevention Marketing   + Own the development and delivery of the Risk Prevention marketing plan   + Work closely with key stakeholders in RP to understand objectives, propositions and key targets and deliverables   + Manage the RP marketing budget – reporting monthly on spend against forecast   + Develop briefs with stakeholders and agree timescales for delivery to ensure activities are delivered on time and on budget * Brand Strategy, Campaign delivery and Colleague engagement   + Support the Brand, Marketing and Communications Manager in development of the brand strategy for 2020-2023   + Work with external brand, marketing and media agencies to develop an ‘always-on’ brand campaign plan   + Own the internal and external communications plans and ensure milestones are achieved * Marketing support   + Work closely with key marketing segment owners to support in delivery of campaigns and objectives where resource is required * Member facing video content   + Develop a range of member-facing video content across corporate positioning, product propositions and member benefits – including the development of engaging digital content to support the delivery and accessibility of content with members. * Undertake 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 and Others |
| Collaborating for Results | Leading Self and Others |
| Leading Self and Others | Leading Self |
| Commercial and Risk Thinking | Leading Self and Others |

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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 |