

Communication & Marketing Manager

Role Profile Summary

Work with minimum support and guidance to provide effective and efficient delivery of creative, high-quality communications to internal and external stakeholders and to develop and execute strong marketing strategies to promote our business. The role is permanent, full-time.

Role Specific Responsibilities

The role will involve a broad range of tasks in supporting the business to ensure all activities contribute towards our strategic aims and are operated within our policy framework. Including but not limited to:

- Ownership of the development and delivery of the Communications and Marketing strategy and associated plans, underpinned by the wider Business strategy.
- Managing all communications and marketing campaigns to potential and existing members (B2B and B2C), promoting our core products and services (membership, savings, loans, mortgages, Employer Partner benefits).
- Develop and manage high quality, innovative and creative marketing campaigns (ATL and BTL) to achieve our product growth and new business targets.
- Creating, planning, and producing organic and paid content for all mediums and channels (including social media, post, website, emails, blogs, videos, visual content) to maximise reach and engagement.
- Providing regular reporting, insight, and recommendations on communication and marketing activities to guide improvement and achieve the required ROI.
- Conducting internal and external market research to understand market trends, member behaviours, and to aid with product development.
- Ensuring appropriate and consistent messaging across all channels and compliance with all appropriate regulation and standards including Consumer Duty.
- Ownership of communication and marketing policies, procedures and brand guidelines and responsibility for ensuring their implementation and adherence across the business and by our external partners.
- Relationship management for external partners who support our communication and marketing activity.

Skills and Experience

To be successful in this role, we would expect you to demonstrate:

- At least 7 years' experience with a proven track record in communications and marketing in a regulated environment, preferably in financial services.
- Experience in building and executing communication and marketing strategies and plans to external consumers and stakeholders.
- Practical knowledge of communication and marketing regulation, standards, best practice and compliance requirements.
- Excellent communicator with strong presentation skills and an exceptional attention to detail.
- Ambitious, with a can-do attitude and a desire to exceed expectations.
- Confidence, backed up by creative thinking and idea generation.
- Extremely well-organised and a fast learner.
- Enthusiasm and an engaging personality - someone who is a strong team collaborator.
- The ability to project manage tasks across several work streams, with competing resources.

Experience using the following tools is desirable:

- Adobe Creative skills, including InDesign and Photoshop.
- Canva; Umbraco; Google Analytics.
- Sengrid and/or Mailchimp (or similar).