

## Job Description

Role Title:	Customer Marketing Manager
Reporting to:	Head of Marketing and Communications
Direct Reports:	N/A
Salary:	£43-45K
Contract:	Permanent, Full Time
Hours:	35 hours per week, Monday – Friday, 7 hours per day, between the hours of 8am and 6pm (1-hour unpaid lunch)
FTE:	1.0 FTE
Place of Work:	Silsden / Hybrid with a minimum of 2 days in the office (as agreed with manager) /Home Working
Benefits:	25 days holiday, plus bank holidays, Company Pension

### Ecology's Purpose

*In a world that doesn't add up, daring to be different is our calling, lending our power so everyone's story gets a chance to thrive.*

### Role Purpose

**The Customer Marketing Manager** will help to attract new customers to Ecology through digital marketing and brand raising PR. You'll also be responsible for engaging existing customers and fostering advocacy and satisfaction with them too.

Working closely with our Digital Content Manager (who will manage our B2C social media channels), and our Product and Distribution team, you'll set the plan for customer acquisition activities through digital paid advertising channels, email activity, sponsorships and events, partnerships, and more. You'll also think about how we can generate positive consumer PR through media coverage that elevates our brand reach.

You'll attract new prospects with your compelling ad creatives and messaging and then use all the tools available to further drive consideration and, ultimately, selection of Ecology's products and services. As such, you'll need to monitor key performance indicators and provide regular reporting on campaign effectiveness.

You'll also design and implement automated marketing journeys to guide customers through their lifecycle stages, optimising engagement and conversion, using our existing communication platform and, later, our first-ever CRM system.

We love our existing customers and you'll also need to develop and maintain customer segmentation strategies for personalised marketing efforts to them, as well as explore opportunities to reward loyalty. Regulatory communications will be in your remit as well, ensuring we're compliant and doing the right things by our Members.

Of course, you'll need to operate within the regulatory and compliance rules of the financial services industry. That means you'll need to be confident interpreting guidelines and following the right approval processes prior to publication.

It goes without saying that, as well as being creative, you'll need to think strategically in all you do. Everything should have clear line of sight to supporting our business, and you'll need to generate your results dashboard to show your contribution, which in turn will support our overall business goals and increase our positive impact.

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And you'll need to be comfortable managing third party agencies too to ensure we're getting value for money and the right results for our business.

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### Main Duties & Areas of Responsibility

Examples of duties include, but are not exclusive to;

- Develop a customer acquisition strategy and tactical activities to attract new customers and grow our business.
- Take responsibility for driving customers through the conversion funnel, using appropriate marketing techniques and channels.
- Identify opportunities for consumer PR to elevate our brand, while protecting brand sentiment, working with relevant agencies.
- Develop campaigns and creatives to support the planned activities.
- Work with our product and distribution team and plan campaigns to support the product roadmap.
- Manage the marketing communication platform and setting up automated customer communications to support activities that drive conversion, satisfaction, and advocacy.
- Create a dashboard that clearly and frequently articulates how your team, and your outputs, are translating into outcomes that support the Marketing & Communications strategy and the organisation's goals, and identifies, through analysis, opportunities for improvement.
- Support the wider Marketing team by generating content where necessary for events, presentations, and campaigns.
- Create a Customer Marketing dashboard that clearly and frequently articulates how your team, and your outputs, are translating into outcomes that support the Marketing & Communications strategy and the organisation's goals, and identifies, through analysis, opportunities for improvement.
- Ensure all financial promotions meet regulatory requirements under: Consumer Duty, BCOBs, MCOBs and non-real time financial promotions.

Manage third party agency relationships where required, ensuring demonstrable return on investment.

## Job Description

- Marketing to mortgage intermediaries and commercial organisations that could place lending business with us.

### Skills and Experience

- Essential**
- All the experience above to make the role a resounding success.
  - Knowledge of SEO, website optimisation, Google analytics and associated tools.
  - Creative thinker. Outstanding copywriter. Brilliant proofreader. Marketeer.
  - Team player. Flexible. Able to change priorities quickly.
  - Analytical skills to provide reports and recommendations.
  - Exceptional Communication skills, both verbal and written
  - High level of attention to detail and accuracy to drive a 'right first time, every time' approach
  - Exceptional organisational skills
  - Proficiency in IT, including good knowledge of Microsoft, including Word and Excel
  - Ability to use initiative to find solutions to problems.
- Desirable**
- Sustainability experience
  - Previous experience of working in Financial Services

### Other

- You have a legal duty to take reasonable care of your own health and safety and that of others and you are expected to be familiar with, and adhere to Ecology’s Health and Safety Policy
- Ensure your work, communication and approach conforms to the values and behaviours of the Society.
- Keep up to date, and comply with Ecology’s rules, Policies and Procedures as detailed in the staff handbook.
- Undertake any reasonable duties requested by management.
- This role has a six-month probation period.

Values	Behaviours
<b>Fairness:</b> Treating everyone individually and with respect	<b>Respect:</b> Due regard, care and consideration for colleagues, members, community, and the environment.
	<b>Shared Purpose:</b> A core purpose shared across the Society.
<b>Openness:</b> Receptiveness to each other’s views and opinions	<b>Honestly:</b> Speaking and acting truthfully and ethically.
	<b>Openness (Receptiveness):</b> Open to internal challenge and external review and to sharing ideas and good practice.

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<b>Responsibility:</b> Doing what we say we'll do. Making pragmatic decisions staying true to our values	<b>Accountability:</b> Willing to accept responsibility. Challenges inappropriate behaviour.
	<b>Reliability:</b> Consistently meeting external and internal commitments. Simply doing what we say we will do.
<b>Co-operation:</b> Working together, receptive to the knowledge and opinions of others	<b>Competence:</b> Knowledge and skill to do the job well. Keen to continually learn new skills and improve role-specific knowledge.
	<b>Team Working:</b> Collaboration and consideration for immediate and wider teams.
<b>Activism:</b> Empowering colleagues to be advocates for change	<b>Responsiveness:</b> Ability to adapt and innovate. Improvements made from lessons learnt. Allowing individuals to exercise appropriate autonomy and to deploy judgement they have developed.
	<b>Resilience:</b> Capacity to recover quickly from difficulties and shocks.

Acceptance

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_