



Digital Marketing Manager (FTC)

Department:	Growth
Report to:	Head of Marketing
Job Family:	TBC
Career Family / Job Capsule:	TBC
Key dimensions:	(£Budget, Team headcount FTE, any other relevant P&L metrics as they become available)
<p>Purpose of the role:</p> <p>OneFamily is increasingly operating in the digital environment and this continues to be a focus for the future. You will work closely with the Digital Performance and Optimisation Managers in leading the recommendation and delivery of OneFamily's digital presence that supports sales, engagement and service requirements.</p> <p>You will drive the on-going development and improvements of OneFamily's digital presence, ensuring user journeys are seamless, new technologies are leveraged and conversion is optimised.</p> <p>You will utilise paid search, affiliate marketing, display advertising and other digital channels to drive sales - which will contribute to integrated campaign targets.</p> <p>You will support the customer engagement teams in the delivery of retention and engagement activities that drive lifetime value and brand loyalty. You'll also ensure our online service is delivered in line with business requirements.</p>	



Key accountabilities:

The Digital Marketing Manager is accountable for campaign marketing across a range of products:

- Plan, develop and execute digital campaigns, SEO, display, retargeting and PPC campaigns
- Increase traffic & revenue growth through the digital channel ensuring the OneFamily online presence is grown
- Agree set measures and report on performance of all campaigns in support of the business profitability targets, and assess against KPIs
- Monitor and make recommendations to optimise digital campaign performance
- Create executive and mid-level reporting that effectively highlights key results and decision points. Ensure that this data is fed into future target setting
- Manage digital retargeting programs by enhancing and identifying segments based on behaviour and Business KPIs
- Collaborate with cross-functional teams (e.g. marketing, IT etc) to plan and execute campaigns through creative development, targeting and production
- Provide digital consultancy to the business, marketing and distribution partners
- Identify new capabilities to improve campaign performance and support launch of new initiatives and programs
- Drive digital innovation for the Business and products by continuing the improvement and development of OneFamily's digital presence
- Proactively manage agencies where required for the delivery of digital activities
- Management of the digital campaign budgets
- Manage, support and develop the Digital Campaign Executive to deliver a highly effective digital campaign to support the Digital Strategy

Skills / Experience / Knowledge:

- Extensive experience in digital marketing preferably in Financial Services
- Relevant qualification in Marketing or Digital
- In-depth knowledge of various paid marketing channels and technologies, including paid search retargeting, native ads, email, etc.
- Experience in building, developing and managing high performing teams
- Google Analytics knowledge



Leadership

- Drive organisational and service culture that is aligned with our brand values and mutual ethos.
- Contribute to setting the strategic direction for the function through realistic yet challenging target setting
- Provide a motivating atmosphere that encourages direct reports, peers and team members to perform successfully
- Work closely with the Executives to ensure they operate as a cohesive team in order to effectively manage the performance of the company, facilitating the swift resolution of any conflict.

Values

Define who we are as OneFamily. They come from the beliefs we hold, the way we behave and how we want to work together for our customers. For OneFamily this means:

- Better together
- Being your best
- Being innovative
- Champion the customer's needs
- Doing what's right

Our values are unique to our brand. They give us purpose and focus. They are vital in helping us all 'do the right thing'. If we are confident that we are true to our values, then we can be sure that we are doing the best for our customers.



Adaptability	This job description is intended to provide a broad outline of the main responsibilities only. The post holder is required to be flexible in developing their role in agreement with their Line Manager. In addition, they may be required to carry out any other duties deemed appropriate within the role and expertise.
Performance Management	All employees have a responsibility to participate in regular one to ones with their manager and to identify performance standards of the post. As part of the performance management process every employee is responsible for participating in identifying their own training and development needs to meet the requirements of their role.
Health and Safety	Employees must be aware of the responsibilities placed on them under Health and Safety at Work Act 1974, and take reasonable care for the health and safety of themselves and of other people who may be affected by their acts or omissions at work.
Equality and Diversity	The Society is committed to building an environment where the diversity of its employees is valued, respected and seen as an asset to enabling delivery of the best possible service to our customers and colleagues. It is unlawful to discriminate directly or indirectly in recruitment or employment because of any of the nine 'protected characteristics' contained in the Equality Act 2010. These are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. Failure to comply with organisational policies on equality and diversity may result in disciplinary action.
Confidentiality	The unauthorised use or disclosure of customer or other personal information is regarded as gross misconduct and will be subject to disciplinary procedures, and could result in a prosecution for an offence or action for civil damages under the General Data Protection Regulations. (GDPR)

Regulatory

- To comply, at all times, with all regulatory, statutory and legislative requirements so far as they relate to the role
- To abide by the Rules of the Society at all times
- To understand and comply with all Group Governance Policies, as appropriate to the role
- To delivery all apportioned and assigned accountabilities and responsibilities



Individual Conduct Rules	
Rule 1	You must act with integrity
Rule 2	You must act with due skill, care and diligence.
Rule 3	You must be open and cooperative with the FCA, the PRA and other regulators.
Rule 4	You must pay due regard to the interests of customers and treat them fairly.
Rule 5	You must observe proper standards of market conduct.

Declaration	
I hereby confirm that I have read and understood the content of this Job Description and Person Profile and I accept the content as an accurate description of the role which I am required to perform.	
Job holders full name:	
Job holders signature:	
Date:	

Version Control:

Amendment Summary	Date	Reviewer
Rebranded	13/07/2018	Reesa Berry, Resourcing Partner