



MARKETING MANAGER – D2C

Department:	Marketing
Report to:	Marketing Manager
Job Family:	Design and Development
Career Family / Job Capsule:	Experienced Manager
Key dimensions:	(£Budget, Team headcount FTE, any other relevant P&L metrics as they become available)
<p>Purpose of the role: To develop, implement and execute integrated sales and marketing plans within D2C channels, designed to maximise performance against the strategic plan, as well as sales and financial measures.</p> <p>To attract new customers; and retain and increase the value of existing customers, through innovative and co-ordinated marketing campaigns.</p> <p>Measure and optimise marketing activity to increase return on investment. Introduce new test and learn opportunities into the plan to maximise opportunity to develop learnings, continually optimise and out-perform targets.</p>	



Key accountabilities:

- Develop marketing strategies for the P&L's, in line with company objectives providing marketing consultancy to the business
- Define, develop and implement innovative sales and marketing plans for new and existing products
- Lead the Campaign Process and work with the Digital Marketing Campaign Manager to ensure campaigns are integrated on and offline, driving sales and profitability for existing products, as well as launching new products to market
- Work with key stakeholders across the business (Product, Digital, PR, Brand, Data, Customer Services, Compliance and Insight) to ensure the plans are aligned to execute the strategy and maximise sales and financial measures
- Deliver plans that help to build the OF brand and create differentiation within the market
- Proactively manage relationships with external agencies and internal stakeholders to identify target audiences and key messages for new and existing products
- Analyse and report on campaign activity to ensure that KPIs and objectives are set to optimise campaign performance in support of business profitability targets
- Ensure governance of process and sign off requests
- Manage and monitor the marketing budget
- Manage, support and develop the Marketing Executives to deliver highly effective marketing campaign support and delivery of objectives
- 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

Skills / Experience / Knowledge:

- Consumer driven with a customer focus
- Extensive D2C marketing experience delivering acquisition targets to agreed budgets
- Integrated channel experience across on and offline channels. The role is mainly responsible for offline media but will work with the Digital Marketing Manager to create and deliver a coordinated strategy. Offline channel experience across radio, press, DM, sale promotions would be advantageous
- Extensive marketing experience delivering email engagement programmes including up-sell, cross-sell and generating engaging content
- Experience in developing marketing plans for new product launches
- Strong appreciation of brands and of creative excellence
- Excellent project manager, ability to juggle multiple jobs and strong attention to detail
- Strong copywriting and proof reading skills
- Knowledge of financial products desirable
- Experienced people manager
- Planning capability over 1-2 years' horizon for the purposes of launching new products to market or for existing ones which may be more mature in their lifecycle.
- Outstanding communicator with strong verbal, written and influencing skills
- Ability to build strong internal and external relationships
- Strong planning and time management skills
- Highly commercial with the ability to effectively measure ROI of activity
- Strong analytical skills with the ability to piece together information from multiple sources to see the bigger picture
- Drive and proactivity – looking forward and taking early corrective actions, when required
- Ability to think creatively and innovatively



- 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:	