

## About the role

### Role

Senior Marketing Communication Executive

### Location and hours

London

35 hours per week

Hybrid working with minimum 3 days per week in the office

### Career Framework

Senior Specialist - Individual contribution track

### Salary

Competitive salary plus excellent Benefits

### What you'll be doing

As a Senior Marketing Communication Executive, you'll be a key member of our Customer Marketing team. You will play a central role in shaping and delivering customer communications and change strategies that resonate with over 890,000 customers on the Motability Scheme.

In this fast-paced role you will be responsible for supporting the execution of our broader marketing strategy and key changes across the business. You will work closely with our Marketing Managers and broader stakeholders across the business to scope upcoming changes, ensure cross-functional alignment and define the right customer communication approach.

You'll be responsible for creating and overseeing the delivery of excellent communications across multiple channels including print, digital, email, web and customer publications. You'll ensure they are clear, compelling, and align with our brand's style and tone of voice. By doing so, you'll help enhance our customer experience, increase satisfaction and foster advocacy among our customer base.

As key player in a variety of change initiatives, you'll deliver marketing strategies that respond to customer insights and Scheme policy changes. Your work will play a critical role in maintaining customer trust, minimising disruption and enhancing the overall customer experience during periods of change.

### About you

We're looking for an enthusiastic, self-motivated individual who thrives in a collaborative environment yet is also willing to roll up their sleeves and work autonomously. You are a customer champion with genuine passion for creating outstanding customer communications and strategic change plans that make a difference.

You will have excellent copywriting and editing skills with the ability to simplify complex messages and make them accessible to a wide audience. You're highly organised and comfortable managing multiple projects, priorities and objectives simultaneously. You will be confident working with various stakeholders across the business and driving change conversations.

# Motability Operations

Your passion for effective communication drives you to go the extra mile, and your ability to work with people at all levels across the business ensures you'll succeed in this role.

## Key Responsibilities

### Development and delivery of change initiatives

- Lead the design and delivery of change programs
- Develop communication plans for customers
- Set clear priorities and success measures
- Ensure alignment of change initiatives with our broader business strategy

### Customer communications

- Develop clear, consistent and customer focused communications
- Translate complex changes into simple, engaging messaging
- Ensure messaging aligns with brand requirements
- Guide the communication strategy across key customer channels

### Marketing champion

- Advocate for customers across key business initiatives
- Champion best practice marketing standards
- Identify opportunities to enhance customer engagement
- Drive consistency across all marketing touchpoints

### Stakeholder management & continuous improvement

- Build strong relationships with stakeholders across the business
- Drive collaboration across teams
- Manage tight deadlines in a fast-paced environment
- Lead regular meetings and working groups

## Minimum criteria

You'll need all of these.

- Proven experience delivering change communications or transformation initiatives
- Exceptional copywriting and editing abilities
- Strong written and verbal skills
- Strong passion for high quality stakeholder management
- Confidence in leading meetings and working groups
- Keen attention to detail and accuracy
- You are someone who is curious and a natural problem-solver
- Proficient in Microsoft Office
- Able to prioritise tasks and manage tight deadlines
- Comfortable working in a dynamic, fast-paced environment
- Creative thinker who can bring fresh ideas to the table
- Experience managing external suppliers and agencies

# Motability Operations

## Who you'll be working with

You'll be part of our Customer Marketing team, responsible for designing and delivering marketing strategies, change initiatives and core customer communications.

You'll collaborate closely with Scheme partners, internal teams and stakeholders to create, update and refine customer communications and change. You will also liaise with our suppliers including our Creative Studio and Marketing agencies to deliver a range of high-quality communications on brand, on time and within budget.

We are:

- An ambitious team who want to better-utilise data to deliver market-leading campaigns and to help us work smarter
- A team that cares about fairness and having fun at work
- A talented bunch, led by our Chief Marketing and Customer Officer Lisa Thomas

A truly customer-first organisation that's undergoing an exciting period of transformation

## We're Motability Operations

### About us

We're the company behind the Motability Scheme. We exist to deliver smart, sustainable solutions that improve our customers' mobility in a fast-changing world. We're the UK's largest car leasing company and we help over 890,000 people get on the road.

We employ over 1900 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs.

### What we do

We lease a wide range of tailored mobility solutions to people who receive of one of the Government's qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We take care of their insurance, breakdown, servicing and more, as part of our worry-free package.

At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move thousands of cars. This makes us the largest supplier of single-source vehicles back into the used car market.

The Scheme has been providing affordable, worry-free motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.4 out of 10.

### How we work

We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](#) to find out more.

# Motability Operations

We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.

## Our beliefs and values

We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.

We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.

Our values are at the heart of everything we do:

- We believe no one should be left behind → We find solutions
- We believe we must take the lead → We drive change
- We believe everything starts with the customer → We care

## What we can offer you



**Pay:** competitive salary, with a yearly discretionary bonus, based on your performance



**Holiday:** 28 days, and you can buy and sell days



**Pension:** 15% non-contributory pension (9% during probation)



**Health and wellbeing:** Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme



**Development:** A library of internal training on our myLearn platform



**Family friendly:** We have competitive family leave policies



**Diversity and inclusion:** We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access



**Helping our community:** One volunteering day each year, and access to volunteering platform Neighbourly



**Schemes:** Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers



**Other, voluntary benefits:** charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office