**About the role**

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| **Role**Marketing Change Manager **Duration**12 months Fixed Term Contract | **Location and hours**London or Bristol. 35 hours per week. Three days in the office. |
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| **What you’ll be doing**This role will be play a pivotal role in driving strategic transformation within the marketing function and wider business. The successful candidate will be responsible for crafting customer-facing communications and robust project management and delivery of an array of changes across multiple marketing channels. This could include minor or major changes to an existing policy or service, or introducing a new feature or process. Changes may be universal to all customer groups, or targeted to specific segments only. **Key responsibilities*** Change Management:
	+ Implement a robust change management framework tailored to customer-facing communications.
	+ You will ensure that the customer experience, customer impact and consumer duty considerations are documented.
	+ You will recommend a communications approach for changes based on customer needs, the optimal customer journey and operational efficiency.
	+ You will scope the change delivery process, budget requirements and ensure your changes are approved in the appropriate forums.
	+ You will craft clear and engaging communications both to explain the change to internal audiences working with Internal Comms teams, and to communicate the change clearly and accurately to our customers, working with various channel managers.
	+ Once approved, you’ll implement the changes working with stakeholders across the business and/or our partner networks.
* Communication Management and Copywriting:
	+ Develop a comms plan considering all customer-facing channels (including but not limited to; website copy, customer emails and letters, policy booklets and contracts, handbooks)
	+ Develop a briefing template and FAQs for internal teams managing customer-facing channels (social media agents, contact centre agents, dealer comms) and work with Internal Comms teams to ensure messages are managed and cascaded appropriately.
	+ Craft clear, concise messaging tailored to different audiences, ensuring inclusivity and accessibility​​.
	+ Develop materials to support the adoption of new processes or systems, such as guides or training sessions, working closely with Internal Comms teams.
	+ Brief larger and more complex design and copywriting requirements to our in-house Creative Studio.
* Stakeholder Engagement: Collaborate with internal teams, external partners and act as a bridge between marketing, operational teams, and senior leadership to agree the optimal approach for business change.
* Project Implementation: Lead projects with meticulous planning ensuring that changes are delivered on time, within scope, and on budget.
* Performance Measurement:
	+ Establish KPIs and metrics to evaluate the impact of implemented changes.
	+ Generate insights and reporting for continuous improvement.

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| **About you**The successful candidate must be a customer champion. You will play a key role in driving forward our digital-first approach to customer engagement and marketing personalisation. This role will suit you if:* You are a creative thinker with an analytical mindset.
* You enjoy working in a fast-paced environment, making decisions and acting on your own initiative.
* You are comfortable with change and managing multiple priorities.
* You are inquisitive, curious, and a natural problem-solver.
* You are someone who goes the extra mile to get the job done.
* You are a strong communicator with excellent interpersonal skills and you’re comfortable challenging the status quo.
* You have strong attention to detail and time management.
* You can lead complex projects with multiple stakeholders.
* You enjoy working collaboratively and developing others.
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| **Minimum criteria**You’ll need all of these.* Robust track record developing and delivering communications plans.
* Demonstrable experience in project managing complex change projects.
* Experience communicating strategies and recommendations to leadership teams.
* Experience working in Agile and using Jira as a Workflow Management tool.
* Experience of directing and managing agency support.
* Excellent written and spoken communications skills.
* Experience of preparing and managing budgets.

**Desirable criteria*** Demonstrable experience in achieving targets/results through cross-functional, complex projects, focused on organising and bringing people and resources together to achieve objectives.
* Experience using one or more BI tools e.g. Power BI, Tableau, Qlik, Looker, Oracle Analytics.
* Knowledge of financial regulations for communications: Familiarity with industry-specific standards such as FCA (Financial Conduct Authority) rules, GDPR, or MiFID II, ensuring communications are clear, fair, and not misleading​​.

**Who you’ll be working with**This role sits in the Marketing team within the Marketing, Customer Experience and Communications directorate, reporting into the Senior Marketing Manager. Our team mission is to create best-in-class customer value strategy ​for our eligible base, for prospects and for our customers throughout their lifecycle. We deliver this through marketing propositions, data-driven contact strategies, and campaigns. 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 CMO Lisa Thomas
* A truly customer-first organisation that’s undergoing an exciting period of transformation
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| **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 800,000 people get on the road.We employ over 1800 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 around 200,000 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 9.6 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](https://www.motabilityoperations.co.uk/careers/) to find out more.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 à We find solutions
* We believe we must take the lead à We drive change
* We believe everything starts with the customer à We care
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| **What we can offer you**

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|  | **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 |

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