

About the role

Role

Email & SMS Marketing Manager
(12 months fixed term maternity leave contract)

Location and hours

London, Bristol or Edinburgh.
35 hours per week.
Hybrid working with minimum 3 days per week in the office

Career Framework

Expert

Salary

Competitive salary plus benefits

What you'll be doing

As a Marketing Manager specialising in email and SMS, you'll be a key member of our Customer Marketing Team. You will play a central role in planning, building, delivering and optimising email and SMS communications to over 915,000 customers on the Motability Scheme.

You will be responsible for the end-to-end delivery and development of our core email and SMS customer communications. Working in Salesforce Marketing Cloud (SFMC), you'll create, schedule, test and deploy campaigns that support customers through their lifecycle. From prospect conversion, joining the Scheme and onboarding, through to in-life engagement, renewals and advocacy.

You'll combine strong marketing expertise with technical capability, using customer data, segmentation and automation to deliver personalised email and SMS communications. Working closely with stakeholders across Marketing, Digital, Product and Technology, you'll ensure every campaign is delivered accurately on time and with measurable results.

You'll be joining the team at an exciting time as we embark on a major programme of digital transformation, reimagining how we communicate with customers across email and SMS. You'll play a key role in helping to shape and deliver this transformation, driving improvements to our customer communications, automation and personalisation capabilities.

You'll focus on:

1. Designing and delivering customer contact strategies across the customer lifecycle using email and SMS channels
2. Building, testing, scheduling and deploying email campaigns in Salesforce Marketing Cloud
3. Creating and maintaining customer audiences using SQL queries, data extensions and segmentation logic
4. Developing automated customer journeys and personalised communications
5. Monitoring campaign performance and using insights to continually optimise future email and SMS communications

Motability Operations

About you

We're looking for an enthusiastic, self-motivated individual who thrives in a collaborative environment. The successful candidate must be comfortable getting into the technical detail of campaign delivery. You will play a key role in driving forward our digital-first approach to customer engagement and marketing personalisation.

You'll understand the strengths of both email and SMS as customer communication channels and know how to use each effectively to deliver timely, relevant and engaging customer experiences.

This role will suit you if:

- You are a creative thinker with an analytical mindset
- Are confident writing SQL queries to create audiences, segments and data selections
- You enjoy working with customer data as much as creating engaging campaigns
- You are comfortable with change and managing multiple priorities
- You are inquisitive, curious, and a natural problem-solver
- Thrive in a fast-paced environment where accuracy and attention to detail are essential
- You can manage multiple complex projects with multiple stakeholders
- You enjoy building strong relationships with stakeholders and communicate confidently with both technical and non-technical audiences.

Key Responsibilities

You'll need all of these.

Salesforce Marketing Cloud (SFMC) & campaign delivery

- Significant experience using Salesforce Marketing Cloud (or a comparable enterprise marketing automation platform)
- Own the end-to-end build and deployment of email campaigns, including audience selection, dynamic content, testing, scheduling and delivery
- Work closely with data and technology teams to help troubleshoot issues and continuously improve the campaign delivery process
- Ability to analyse data and derive actionable insights to improve campaigns

Audience Segmentation

- Strong experience writing and maintaining SQL queries to create customer audiences, support campaign targeting and manage data with Marketing Cloud
- Comfortable working with large customer datasets and complex segmentation

Customer communications

- Proven successful experience in developing segmented, personalised, and tailored email and SMS campaigns, with a clear understanding of automation opportunities
- Translate complex changes into simple, engaging messaging across email and SMS channels
- Ensure messaging aligns with brand requirements
- Understand when SMS is the most appropriate channel to support customer engagement and operational communications
- Comfortable leading a key digital transformation project

Stakeholder management & continuous improvement

- Build strong relationships with stakeholders across the business

Motability Operations

- Work comfortably in a collaborative environment with peers
- Experience directing and managing agency support
- Manage tight deadlines in a fast-paced environment
- Demonstrable experience in achieving targets/results, focused on organising and bringing people and resources together to achieve objectives.

Minimum criteria

- Demonstratable experience using Salesforce Marketing Cloud (or a comparable enterprise marketing automation platform)
- Experience managing end to end email campaign delivery
- Confident writing SQL queries
- Experience working with large customer data sets
- Ability to analyse campaign performance data
- Strong stakeholder management skills
- Excellent organisation skills
- Experience translating complex information into clear, customer friendly communications
- Confident managing multiple projects

Desirable criteria

- Knowledge of one or more Business Intelligence tools e.g. Power BI, Tableau, Qlik, Looker, Oracle Analytics
- Familiarity with agile ways of working and workflow management tools such as Jira
- Ability to successfully project manage complex projects involving multiple stakeholders
- Salesforce certification such as 'Email Specialist'

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.

We are:

- An ambitious team who wants 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 1,900 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

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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 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.

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,

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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