

About the role

Role

Product & Marketing Manager
- EV Transition

Location and hours

London, Bristol or Edinburgh.
35 hours per week.
Three days in the office.

Type

12 months Fixed Term Contract

Introduction

The transition to electric vehicles is a crucial moment for over 800,000 Motability Scheme customers. Our customers want clear, trusted guidance to understand the benefits of going electric and to understand whether an EV is right for them.

This *EV* Transition role exists to support this shift to electric. By combining marketing expertise with product-led delivery, this role shapes how electric vehicles are positioned, how our nurture journeys are designed, and how confidence-building interventions are prioritised and built to give our customers the confidence to choose an EV.

What you'll be doing

As **Product & Marketing Manager – EV Transition**, you will lead the EV Transition squad and lead the development and delivery of marketing strategies that help customers explore, understand and evaluate electric vehicles.

You will own the go-to-market and channel strategy for the transition from petrol and diesel cars to EVs, using behavioural insight, data and storytelling to support customer confidence in electric cars. You will lead a team including Engineering, Design and Research, and you will shape and prioritise a backlog of interventions – spanning content, communications, digital journeys and tools – ensuring activity is focused on what makes the greatest difference to customers.

This role is about thoughtful prioritisation as much as execution. You will balance marketing opportunity with delivery realities, making informed trade-offs to ensure effort is focused on value rather than volume.

Responsibilities

- Own the end-to-end marketing and go-to-market strategy for the transition to electric, working with channel owners and our in-house creative studio on implementation.

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- Developing positioning and messaging that clearly explains EV benefits, trade-offs and considerations.
- Designing and owning channel strategies that support confidence across the customer lifecycle.
- Owning and prioritising a backlog of EV Transition squad initiatives, spanning content, journeys, digital tools and communications.
- Ensure these align with strategic goals and customer needs.
- Leading planning and prioritisation within a cross-functional matrix-managed squad, including managing the product backlog to ensure it reflects strategic goals.
- Defining and tracking success measures, using insight and performance data to continuously refine approaches.
- Championing customer-centred, evidence-led marketing across the Electric teams.
- Developing test and learn approaches to continuously improve results including behavioural experiments and research briefs.
- Collaborating with stakeholders, our in-house creative studio and agency partners.

About you

You are a customer-focused marketing professional who enjoys shaping strategy and seeing it delivered. You value collaboration, are comfortable operating in ambiguity, and care deeply about the impact your work has on real people.

This role will suit you if:

- You have strong experience in product marketing, customer marketing or lifecycle marketing.
- You are confident developing go-to-market and channel strategies grounded in insight.
- You have strong experience developing digital products and working closely with UX and engineering teams
- You are comfortable prioritising work and making trade-offs to focus on what delivers the most value.
- You communicate clearly and can bring stakeholders with you through complex decisions.

Minimum criteria

You'll need all of these.

- Robust track record developing and delivering strategic marketing initiatives that drive acquisition, behaviour-change, engagement, loyalty, and/or retention.
- Experience in solving complex business problems and/or customer needs through marketing
- Proven successful experience in developing segmented, personalised, and tailored marketing campaigns from insights
- Strong experience in evaluating marketing performance and optimising plans
- Demonstrable experience in developing end-to-end marketing strategies for products or customer segments across the entire lifecycle
- Experience applying behaviour change frameworks and behavioural science to marketing.

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- Demonstrable experience in sharing expertise to up-skill other team members, encouraging creativity and innovation.
- Experience leading cross-functional squads or virtual teams – organising people and resources to deliver complex programmes and achieve targets.
- Experience communicating strategies and recommendations to multiple audiences including senior stakeholders.
- Experience using one more BI tools (e.g. Power BI, Tableau, Qlik, Looker, Oracle Analytics.)
- Experience working in Agile and using Jira as a workflow management tool
- Experience of directing and managing agency partners.
- Excellent written and spoken communications skills.
- Experience of preparing and managing budgets.

Who you'll be working with

This role sits in the Marketing team within the Marketing, Communications and Customer Experience directorate, reporting into the Senior Marketing Manager. You'll be leading a cross-functional electric squad on a mission to give our customers the confidence to choose an EV.

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 achieve this through marketing strategy, propositions, data-driven contact strategies, and campaigns.

We are:

- An ambitious team that combines creativity with insight to deliver bold, market-leading campaigns
- Team players who believe in collaboration, fairness and enjoying the journey
- A talented bunch, led by our CMO Lisa Thomas
- A truly customer-first organisation, in the midst of an exciting 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 860,000 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.

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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](#) 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, 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

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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.