

## About the role

### Role

Marketing Executive (Partners)

### Location and hours

London

35 hours per week

Hybrid working with minimum 3 days per week in the office

### Band

Individual specialist

### Salary

£38,000

### About the role

We are looking for an experienced Marketing Executive to join our Marketing Team. In this role you'll be working with our sponsors, ambassadors and partners. You'll be executing contracts and creating content, assets and activations that shine and deliver value for Motability Operations and The Motability Scheme.

### Minimum criteria

- Solid experience of working in a marketing role, preferably in partnership/sponsorship marketing, or with an understanding of the specialism
- Experience working with external suppliers and agencies
- Experience developing creative assets
- Experience writing briefs
- Experience in refining, enhancing and updating marketing campaigns based on results, data and market insights
- Strong analytical skills with the ability to identify trends in data and experience of reporting for marketing campaigns
- Excellent writing and copy-editing skills
- A keen eye for detail
- Exceptional communication skills
- Exceptional organisation skills
- Ability to work effectively with many different external and internal stakeholders

### Key Responsibilities

You'll help us deliver high-impact sponsorship and ambassador activity by:

- Supporting the delivery of our sponsorship strategy and activation plans
- Coordinating day-to-day relationships with our sponsorship partners and ambassadors
- Planning and creating engaging, accessible content with our ambassadors to deliver against organisational objectives
- Supporting on contracts and making sure agreed activity is tracked and delivered
- Managing timelines, campaign calendars and activation schedules
- Coordinating content production, including video, photography and event-based activity

# Motability Operations

- Tracking performance and reporting on campaign impact
- Working with agencies, suppliers and internal teams to deliver projects on brand, on budget and on time

## Who you'll be working with

The marketing team reports to the Head of Marketing, within the Chief Marketing Officer's team.

You'll be line managed by our Senior Marketing Manager (Campaigns) and will sit within the wider marketing team. You'll be working closely with our wider Marketing team aligning ambassador and sponsorship with key objectives. Importantly, you'll get to know colleagues across the business as you seek out content ideas and plans for our And, you'll be working with our in-house studio, agencies and independent writers.

## 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 815,000 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 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](#) 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.

# Motability Operations

## 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