**About the role**

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| **Role**  B2C Marketing Manager | **Location and hours**  London, Bristol or Edinburgh.  35 hours per week.  Three days in the office. |
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| **What you’ll be doing**  This role will be responsible for delivering market-leading customer contact strategies, communications and campaigns across the entire lifecycle, from prospect conversion through to customer in-life engagement, renewal and advocacy.  This will be achieved through the following areas of focus:  1) contact strategy (designing the who, what, when and how)  2) campaign management and automation (via Salesforce Marketing Cloud)  3) campaign measurement and reporting  Responsibilities:  • Developing and executing multi-channel CRM campaigns across the customer lifecycle, maximising opportunities for targeting, personalisation and conversion rate optimisation.  • Being hands-on and flexible. You’ll deliver campaigns end to end from ideation through to setting up journey flows, data extensions and deployment.  • Defining and tracking key performance metrics; working with the team to manage campaign performance, standardise reporting, and estimate the value of new initiatives to support prioritisation.  • Applying test and learn methodology to optimise results.  • Scoping new pilots, initiatives and capabilities.  • Inspiring, motivating and supporting the wider team to think, act and deliver their best to execute the strategy.  • Collaborating with and managing stakeholders and agency partners.  • Feeding into the budget tracking process and defining annual budget requirements. | |
| **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 multiple complex projects with multiple stakeholders. * You enjoy working collaboratively and developing others. | |
| **Minimum criteria**  You’ll need all of these.   * Ability to create marketing initiatives that drive acquisition, behaviour-change, engagement, loyalty, and/or retention. * Proven successful experience in developing segmented, personalised, and tailored email campaigns, with a clear understanding of automation opportunities. * Experience working with Salesforce Marketing Cloud or a similar campaign management tool. * Experience of directing and managing agency support. * Excellent written and spoken communications skills. * Experience of preparing and managing budgets. * Demonstrable experience in sharing expertise to up-skill other team members, encouraging creativity and innovation. * Demonstrable experience in achieving targets/results, focused on organising and bringing people and resources together to achieve objectives.   **Desirable criteria**   * 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 project managing complex projects.   **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’ll check these**  [List any DBS or financial checks they’ll need. Delete this row if there are no checks] | |
| **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 750,000 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 | |
| **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 | | |