

About the role

Role

Marketing Manager

Location and hours

Bristol, London or Edinburgh.

35 hours per week.

Hybrid working with minimum 3 days per week in the office

Career Framework

Senior Expert

Salary

Competitive salary plus excellent benefits

What you'll be doing

As a Marketing Manager within our Customer Marketing Team, you'll be responsible for the end-to-end development, delivery and optimisation of key customer marketing strategies across the Motability Scheme. You'll also manage and support our Senior Marketing Executives, providing clear direction, coaching and development to help them thrive in their roles.

You'll help shape and deliver a customer marketing plan that optimises engagement and communication throughout every stage of the customer lifecycle. From prospect conversion and joining the Scheme, through to onboarding, in-life engagement, renewals and advocacy.

You'll lead the delivery of our customer contact strategies for key customer segments, using behavioural science, customer insights and data to improve customer engagement, influence behaviour and deliver great business and customer outcomes.

You'll also play a key role in delivering marketing change initiatives as we continue to transform how we engage with customers, improve customer journeys and ensure our communications remain relevant, timely and effective.

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.

You'll focus on:

1. Leading the end-to-end delivery of customer marketing strategies that support business priorities and improve customer outcomes
2. Using data insights, segmentation and behavioural science to create personalised customer communications
3. Developing a customer contact strategy that defines what we communicate, when we communicate and to which customer segments
4. Building strong relationships with stakeholders across the business, influencing decisions and ensuring the voice of the customer is represented
5. Leading change initiatives that support business transformation and customer engagement

Motability Operations

About you

We're looking for an enthusiastic, self-motivated individual who thrives in a collaborative environment and enjoys turning ideas into action. You'll be comfortable developing new marketing strategies, managing complex projects and working collaboratively to deliver change initiatives. You'll be passionate about creating great customer experiences using insights and data to improve the way we engage with customers.

This role will suit you if you

- Are a strategic thinker with an analytical mindset
- Enjoy taking ownership of projects from ideation through to delivery
- Can balance long-term planning with day-to-day delivery
- Are comfortable with change and managing multiple priorities
- Are inquisitive, curious, and a natural problem-solver
- Thrive in a fast-paced environment where accuracy and attention to detail are essential
- Continuously look for opportunities to improve processes, customer experiences and business outcomes
- Can confidently influence stakeholders at all levels
- Are confident challenging the status quo and love coming up with new ideas

Minimum criteria

You'll need all of these.

- Experience developing and delivering customer marketing strategies that drive key business and customer outcomes
- Proven ability leading complex projects involving multiple stakeholders
- Excellent written and spoken communication skills
- Experience developing and delivering customer contact plans across the customer lifecycle
- Experience using customer insights, behavioural science and data to influence marketing strategies
- Experience managing a team or mentoring
- Ability to prepare and managing budgets
- Track record of communicating strategies and recommendations to multiple audiences including senior stakeholders
- Ability to 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 key objectives
- Experience leading or supporting business change and transformation initiatives, with the ability to adapt

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



Who you'll be working with

You'll be part of our Customer Marketing team, responsible for developing and delivering marketing strategies, leading change initiatives and shaping core customer communications that improve the experience of more than 915,000 customers on the Motability Scheme.

You'll also manage and support our Senior Marketing Executives, creating an environment where they feel motivated and empowered to succeed in their role.

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 915,000 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 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

Motability Operations

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



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