

## JOB DESCRIPTION

**Job title:** Marketing Executive

**Contract basis:** 12 month maternity leave cover starting mid-May 2017  
Full-time (37.5 hours per week, 9am-5.30pm Mon-Fri)

**Responsible to:** Marketing Services Manager

The Family Building Society provides mortgages and savings (along with a variety of insurance and later life planning services via third parties). Offering innovative financial solutions to all generations of the modern family, we're a forward-thinking organisation that isn't afraid to challenge the market and has big plans for the future. We currently have an exciting opportunity for an experienced and highly capable Marketing Executive to join our Marketing Services Team. With an eye for detail, the ability to work well under pressure, and a willingness to follow set processes and procedures, you'll join a busy, hard-working, dynamic and close-knit team. It's an exciting time to join the Society as we've recently undertaken a large-scale branding project to change our primary brand from National Counties Building Society to the Family Building Society ([www.familybuildingsociety.co.uk](http://www.familybuildingsociety.co.uk)).

The Marketing Department currently comprises eight team members across Digital and Marketing Services. Within Marketing Services we manage the content for three websites and a suite of more than 450 items of literature. These require frequent updates to support extensive product developments; regulatory projects; and other brand-related projects. The team is also responsible for broker communications; direct mail; email campaigns; advertising; PR support; event organisation; customer case studies; market research; customer surveys; third party marketing support; support for the Society's Corporate Social Responsibility activities; intranet news; promotional goods; and much more.

### Principal tasks of the role:

To be undertaken in compliance at all times with laid down policies, procedures and delegated authorities, relevant FCA/PRA rules, evidential provisions and associated guidance:

- A) Provide partnership marketing support by effectively promoting our third party services (later life planning and insurance) to customers via the website, emails, direct mail, literature and branch promotions
- B) In conjunction with our third party providers, organise onsite and offsite seminars and financial surgeries, including promotion and logistics
- C) In conjunction with the Intermediary Sales Team (and the Marketing Executive responsible for broker marketing support), organise our series of regional broker roadshows (sourcing venues and co-ordinating logistics etc)
- D) Organise the copy-writing, design, proofing, production and distribution of marketing materials for both the Family Building Society and National Counties Building Society. Ensure that existing materials and content (web and offline) are regularly reviewed, and then updated or withdrawn as necessary
- E) Support frequent and business critical product launches, withdrawals and refreshes across both mortgages and savings, updating literature and web content as relevant within often tight timescales
- F) Assist with the planning, implementation and monitoring of marketing campaigns that help cross / up sell to existing customers and drive warm, cost-efficient and quality prospects to the websites and New Business Team
- G) Ensure brand and tone of voice guidelines are followed, and all communications are clear, fair and not misleading to customers
- H) Ensure all set processes and procedures are strictly adhered to and provide ongoing review and recommendation to the Marketing Services Manager of refinements, to improve efficiency and effectiveness
- I) Work with the CRM Executive to ensure communications enhance the value of our CRM data
- J) Maintain a strong working relationship and collaborate with relevant stakeholders across the business (for example Product Development, Compliance, Loans Underwriting, New Business, and Servicing)
- K) Ensure all projects are delivered on time, on budget and on brief
- L) Undertake general marketing tasks or projects requested by the Marketing Services Manager and her line superiors



**PERSON SPECIFICATION**

**Job title: Marketing Executive**

<b>Attribute</b>	<b>Essential</b>	<b>Desirable</b>
<b>Education and Qualifications</b>	At least 5 GCSEs grade A – C (minimum C grade in both Maths & English) Qualified to degree level	Certificate in Marketing qualification or working towards
<b>Experience and Knowledge</b>	3+ years' experience at Marketing Executive level or equivalent Background in financial services sector Extensive experience of collateral creation (copy-writing, proofing and production) Experience of working with and briefing multiple external suppliers Experience of coordinating cross-channel marketing campaigns	Experience of working within a highly regulated industry Experience of organising events Experience of conducting customer and market research
<b>Skills and Abilities</b>	Excellent copywriting skills – able to write clearly, concisely and accurately for both online and offline channels Advanced editing and proof reading skills Ability to juggle multiple projects and prioritise effectively in an often fast-paced environment with competing pressures	Ability to evaluate the success of marketing campaigns and take corrective measures where necessary
<b>Personal attributes</b>	Exceptional attention to detail Excellent proof-reading abilities Very strong organisation and planning skills Comfortable following set processes and procedures Adaptable Confident communicator Self-motivated Calm under pressure Team player	Creative