

JOB DESCRIPTION

Job title: **Marketing Executive** (Full-time, 37.5 hours per week, 9am–5.30pm Mon-Fri)

Responsible to: Senior Marketing Executive

Introduction:

The Family Building Society provides a range of innovative mortgage and savings products for the needs of the modern family. We also offer a variety of insurance and later life planning services via third parties.

We currently have an exciting opportunity for an experienced and highly capable Marketing Executive to join our Marketing team. With an eye for detail, you will have the ability to work unsupervised, be self-sufficient and demonstrate a track record of achievement in a regulated industry.

You will have the ability to work well under pressure, able to follow set processes and procedures; and be comfortable in a fast paced department with tight deadlines and often competing priorities.

The Marketing Department currently comprises eight team members responsible for the management and content of the three websites and a suite of more than 400 items of literature. These require frequent updates to support extensive product developments and regulatory changes, for example.

The team is also responsible for communicating with our intermediary partners; direct mail; direct email campaigns; advertising; PR support; event organisation; customer case studies; market research; customer surveys; third party marketing support; support for the Society's CSR activities; intranet news; merchandising; 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) Be jointly responsible with the other Marketing Executives for the copy-writing, design, proofing, production and distribution of marketing materials for the Society. Ensure that existing materials and content (web and offline) are regularly reviewed, and then updated or withdrawn as necessary.
- B) Support frequent and business critical product launches, withdrawals and updates across mortgages and savings products, updating literature and web content as relevant within often tight timescales.
- C) Help manage the design and production of the twice-yearly printed customer newsletter.
- D) Assist in research such as the regular and adhoc customer / market / mystery shopping research projects, ensuring results are clearly collated, analysed and cascaded to relevant management.
- E) Work with the Servicing Teams, New Business Team and Mortgage Advisers to create regular customer case studies in printed and video format for our websites and wider PR use.
- 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) Provide marketing support for the Society's Corporate & Social Responsibility Committee
- H) Ensure brand and tone of voice guidelines are followed, and all communications are clear, fair and not misleading to customers.

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- I) Ensure all set processes and procedures are strictly adhered to and provide ongoing review and recommendation to the Senior Marketing Executive(s) and Head of Marketing to improve efficiency and effectiveness.
- J) Work with the CRM Executive to ensure communications enhance the value of our CRM data.
- K) Maintain a strong working relationship and collaborate with relevant stakeholders across the business (for example Product Development, Compliance, Loans Underwriting, New Business, and Servicing).
- L) Ensure all projects are delivered on time, on budget and on brief.
- M) Undertake general marketing tasks or projects requested by the Senior Marketing Executive or Head of Marketing.

Signed	Date
Job Holder	

Marketing Executive – December 2017

PERSON SPECIFICATION

Job title: Marketing Executive

Attribute	Essential	Desirable
Education & Qualifications	<ul style="list-style-type: none"> • At least 5 GCSEs grade A – C (minimum C grade in both Maths & English) • Qualified to degree level 	<ul style="list-style-type: none"> • Certificate in Marketing qualification or working towards
Experience & Knowledge	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Experience of working within a highly regulated industry • Experience of organising events • Experience of conducting customer and market research
Skills & Abilities	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Ability to evaluate the success of marketing campaigns and take corrective measures where necessary
Personal attributes	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Creative