



Job Title: Senior Marketing Executive

Hours: 40 Hours week, Mon – Fri

Department: Marketing

Reporting to: Marketing Team Manager

Role and responsibilities

- Lead and collaborate with the wider Marketing team in the planning, development and implementation of omnichannel marketing strategies across a number of brands and channels, including Paid Search, Paid Advertising, SEO, PR, Email Marketing, Websites and Social Media
- Manage and maintain website content, including uploading new pages, images and videos
- Implementing on-site improvements to increase user conversion or online engagement
- Produce relevant content and engaging copy to be used across all marketing channels
- Creation and development of marketing materials such as leaflets, online adverts, banners and infographics based on the required briefs and in line with brand standards or guidelines
- Complete market research activity including price benchmarking, product comparisons and competitor analysis
- Analyse the performance of campaigns and websites and provide recommendations for optimisation
- Coaching and mentor team members
- Analyse the performance of campaigns and websites and provide recommendations for optimisation in a clear and concise way
- Analyse reports to identify trends and commercial opportunities, make decisions or develop actionable insights, and make innovative suggestions on optimising product, pricing or marketing activity.
- Identify gaps and drives change within the team and our business regarding product, pricing and UX changes spotted through market insight work, leading a team to deliver solutions and/or new ideas
- Identify key community members, develop relationships and integrate influencer activity into the wider social media marketing strategy
- Identify and engage with hot topics online through social media and content
- Strategically implement marketing activity that will hit ROI-based objectives
- Design and implement A/B testing journeys using Google Optimise or AB Tasty software with measurable success metrics
- Lead on analysis and research to drive user improvements
- Work with web developers on implementing sustainable Technical SEO improvements
- Complete organic forecasting & performance reporting, delivering structured and regular updates to progress versus targets
- Complete in-depth and regular audits of the website and competitor performance analysis
- Drive backlinks to the core brands via content outreach, digital PR campaigns and link building to deliver the SEO strategy
- Design, develop and implement all email campaigns across prospecting, acquisition, loyalty, upsell, product launches and brand
- Optimise campaign messaging, creative, targeting and segmentation through frequent testing and data analysis, with documentation of the results and share best practices



Desirable Skills

- Strong verbal and written communication skills
- Good mentoring or coaching skills
- In depth understanding of consumers, customer segments, target audiences and their buying behaviour
- Successful track record of developing strategic marketing plans from idea creation, development and delivery
- Strong understanding of marketing principles, channels and the sales funnel
- Excellent analytical skills with the ability to present complex data in a simple way to key stakeholders, and the ability to understand the commercial implications of data
- Degree and background in Marketing or Communications or equivalent required, experience in insurance or financial services preferable
- Excellent time and project management skills, specifically the ability to prioritise and meet deadlines in a fast-paced environment
- Highly competent with a proven track record in executing marketing campaigns and activity across the whole marketing mix
- Meticulous approach to spelling, grammar and accuracy
- Ability to work individually and as part of a team in an agile environment

Personal Attributes

- Organised, meticulous and methodical
- Great storyteller
- Highly creative
- Inventive with creative ideas on how to engage audiences
- A proactive and eager attitude towards personal development and learning
- Customer focused – you know how to collaborate with others to get the best outcome for the customer, with the ability to represent customers internally
- Excellent time management, prioritisation and organisational skills
- A team player who has the confidence to work on their own initiative, but can lead, coach and mentor others
- Champion of a 'Test-and-Learn' approach
- Curious – able to identify topics that engage audiences, as well as identify and articulate new approaches to communicating with customers