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| ROLE Title: | marketing Manager, RETENTION | | DAte: | | JAN 2024 | | |
| ROLE Code: | Band D | | Business Unit: | | MARKETING | | |
| JOb Family: | BRAND & COMMUNICATIONS | | REPORTS TO: | | Senior Marketing Manager | | |
| LOCATION: | bradley stoke, BRISTOL | |  | |  | | |
| **Role** | | **Need to Do** | | **Need To Know** | | **Need to Be** |
| **Role Purpose:**  The Retention Marketing Manager is responsible for the strategic management of multi-channel marketing activities. Key accountability is to deliver continuous sales growth to meet the Consumer Roadside and myRAC business targets. This supports the company’s strategic objective of file size growth and EBIDTA.  **Role Dimension:**  Non-financial  Member of the Brand and Comms team to lead, develop and manage the delivery of integrated marketing and communications plans for Consumer Roadside, aligned to annual promotional roadmaps and Group  Strategic Plans  Accountable for ensuring marketing campaigns and plans are delivered effectively and on time to drive maximum performance. Lead and liaise relationships with 3rd parties, such as suppliers, as well as key internal stakeholders. To champion the voice of the customer and act as custodian of the RAC brand, driving key insights for optimum marketing performance.  Financial  Accountable for managing budgets with finance and tight cost controls with suppliers. Raising Purchase Orders, submission of accruals and maintenance of up-to-date accurate budget trackers. Responsible for managing campaign costs and tracking ROI on campaigns.  **Reports to:**  Senior Marketing Manager  **Relationships**  Internal:  Brand and Communications Team, Studio, Wider Marketing, Legal, Digital, Insight, Business Divisions (Consumer Roadside, Business Roadside, Insurance as appropriate)  External:  creative, digital and media agencies, trade publications, 3rd parties.. | | **Marketing planning and campaign delivery**   * Works with key business stakeholders to define marketing plans to deliver against business and marketing strategic objectives. * Designs and delivers retention marketing campaigns against marketing plans. These campaigns will delivered through EM, DM, SMS, App, Web, Contact Centre and other channels. * Leading on the end to end campaign process: briefing and managing campaign deliverables and budgets, producing timing plans and managing delivery of projects with the in-house creative * Managing the end of end sign off process of all communications, giving clear reporting to all stakeholders on progress. * Ensuring all customer communications and documentation is clear, fair and not misleading; is designed in line with ASA guidance and FCA rules and guidance; and is compliant with data protection law and any other relevant legislation. * Evaluating campaigns, reviewing against KPI’s and leading on optimisations and test and learn strategies for future activity.   **Other**   * Act as a retention marketing go-to guru within wider Group Marketing and alongside CR stakeholders; recommending and implementing marketing initiatives to improve churn. | | **Skills/Knowledge/Experience**   * Strong marketing background, ideally gained in a fast paced, consumer business * On and offline comms management experience e.g, email, DM, SMS and web/app content, PR * Strong previous experience in leading multi-channel campaign delivery, especially email campaigns * Creative briefing, copywriting and editing * Experience in print and managing print budgets * Previous experience in managing data led campaigns, understanding data logic and UAT * Strong commercial acumen * Track record of delivering results * Customer centric with creative flair * Strong relationship building and management skills * Ability to deal with colleagues and external contacts at all levels * Strong negotiation and influencing skills * Ability to manage third party relationships * Strong presentation skills * Strong communication skills verbal and written * Excellent attention to detail and accuracy in all work * PC proficiency   **Qualifications/FCA:**   * Educated to degree level standard * Marketing/ business degree or post graduate qualification * Relevant marketing experience in insurance industry | | **Competencies:**  Achievement Drive – Level 4  Continuous Improvement – Level 3  Customer Focus – Level 4  Interpersonal & Influencing Skills – Level 4  Judgement & Decision Making - Level 3  Team working – Level 3  Strategic thinking – level 3  Commercial awareness – level 3  Building Relationships – Level 4  Leadership – level 3  **Capabilities/Strengths:**   * Excellent communication skills * Strong leadership/ management skills * Strong attention to detail * Intuitive –a good eye for compelling creative * Well organised and able to work to tight deadlines * Ability to use own initiative and self-starter * Team player   Need to exhibit behaviours consistent with RAC core values:   * Pioneering: we find new and better ways of doing things * Pace and ambition: we are passionate about what we do and act promptly to achieve our goals * Integrity: we are genuine and honest * Hungry to learn: we have the opportunity and the desire to develop and to become the best we can be   Together we make a difference: we are proud to support each other and everyone’s contribution counts. |