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| **ROLE Title:** | Marketing Executive – Acquisition | | **DAte:** | **april 2025** | |
| **GRADE:** | C | | **Business Unit:** | Group Marketing - Brand & Comms | |
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| **Role** | | **Key Responsibilities:** | **Skills / Knowledge / Experience:** | | **Competencies / Values** |
| **Role Purpose**:  To support the delivery of business targets by delivering compelling and effective marketing plans and campaigns across the RAC product range (Breakdown cover & European breakdown cover)  **Role Dimension:**  **Financial**  Assist with budget Management, including raise Purchase Orders, approval of estimates, invoices and reconciliation of monthly costs. Responsible for managing campaign costs and tracking ROI on campaigns.  **Non-Financial:**  A member of the Brand and Comms team to support the delivery of marketing and communications plans, aligned to the group marketing strategies and plans.  Able to communicate effectively with suppliers, partners and internal stakeholders up to a senior level.  **Reports to:**  Marketing Manager (Acquisition)  **Relationships**  **Internal:**  Brand and Communications Team, Design Studio, Digital, Insight, Business Divisions  **External:**  Specifically print agency, partners and others as appropriate. | | **Marketing campaigns**  **Specific**   * Day to day management of acquisition campaigns, including EM, DM, SMS, Web, Contact Centre and other channels. * Day to day management and collaboration with key internal teams for core breakdown cover and European breakdown cover * Managing the end to end campaign process including sign off for 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. * Managing and supporting our offline Direct Sales Force team with marketing collateral to aid in their sales.   Evaluating campaigns, reviewing against KPIs and providing recommendations for future activity working with the internal partner team  **Reporting**  Review and analyse MI of marketing campaigns and make recommendations for campaign improvement based on performance.  **Other**  Manage day to day queries from relevant third parties. Working with key business divisions to identify product opportunities by category, channel and service. | * Marketing background – ideally gained in a fast paced, consumer business * End-to-end campaign management / communications experience * On and offline comms experience e.g. email, DM, SMS, Web & App content, SEO, PR * Creative briefing, copywriting and editing * Proactive with a track record in delivering results * Excellent listening and communication skills * Dynamic, flexible and adaptable to change * Excellent interpersonal skills * PC literate, good numerical and literacy skills * Strong attention to detail * Intuitive with 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   **Qualifications/FCA:**   * Educated to A-level standard or equivalent to include a business/marketing qualification * At least 1-2 years solid marketing experience * Experience in a regulated environment preferred but not essential | | **Competencies/Behaviours:**  Achievement Drive – Level 2  Continuous Improvement – Level 3  Commercial Awareness – Level 2  Customer Focus – Level 3  Interpersonal & Influencing Skills – Level 2  Judgement & Decision Making - Level 2  Team working – Level 2  **Values:**  **Handle it Together**   * I care about our impact on others and I do the right thing by acting with integrity and being fair. I share ideas and work across functions to achieve the best results for the business. I demonstrate the courage to positively challenge others   **Exceptional Service**   * I keep the best interests of our Customers and Colleagues at the heart of everything I do. I go the extra mile to enhance our customer's experience, both internally and externally – delivering excellent results and service, every time. I understand the business strategy and make sure our work supports our goals     **Raise the Bar**   * I'm driven and ambitious to be the best I can be and always look for ways to improve. I challenge myself and others to do better every time and set stretching targets. * I never stop learning – actively seeking ideas and opinions from other people, learning from my mistakes and sharing my learnings with other     **Own It**   * I lead by example – I do what I say I will and take ownership of issues and solutions. I'm trusted to be part of the solution and achieve the right outcomes for Customers and Colleagues. I'm passionate and committed to making a positive difference |