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| **ROLE Title:** | Campaign Consultant | **DAte:** | **Feb 2025** |
| **ROLE Code:** | C | **Business Unit:** | Customer Insight |
| **JOb Family:** | Marketing |  |  |
| **Role** | **Need to Do** | **Need To Know** | **Need to Be** |
| **Role Purpose**:* Responsible for increasing the value of the RAC customer base by supporting the development and implementation of targeted and sequenced customer workflows in Adobe Campaign and Braze which are free of errors and compliant. This includes identifying areas of opportunity for campaign optimisation. This includes the deployment of propensity models built by the Insight team and the application of appropriate and measurable test plans developed with the marketing teams.

**Role Dimension:****Financial*** Deliver cost-efficient data driven marketing campaigns to maximise either member acquisition, cross sell, up sell, loyalty or retention rates
* Budget management (cold data costs etc.)

**Non Financial*** Work with teams across Group Marketing and Consumer Roadside to gather and develop requirements into campaign data briefs, obtaining and documenting sign off from relevant stakeholders.
* Interpret data briefs into optimised campaign selections for mailing, outbound calling, email, SMS and Push
* Implement the RAC contact strategy rules
* Work closely with Senior Campaign Optimisation Manager, Campaign Managers & Insight Analysts to ensure that the relevant targeting, segmentation, and testing strategies are applied to support the customer contact plan and deliver continuous improvement.
* Work with Senior Campaign Optimisation Manager, Campaign Managers & Insight Analysts to review post campaign analysis results. Ability to create full review of campaign performance where automated PCA is set up, derive recommendation for optimisation and share these with stakeholders.
* Meet campaign delivery deadlines set according to agreed service levels
* Be agile in approach to changing business priorities.
* Work with MarTech team to ensure that the right data is available at the right time to execute targeted activity.
* Ensure that campaigns are built to be measurable and can be accurately reported on
* Ensure that campaigns are built efficiently.
* Support the wider team with peer QA in order to widen knowledge.
* Ensure that GDPR & FCA requirements are met
* Be a recognised expert in Adobe Campaign, Braze and customer and prospect data within RAC – working with RAC marketing systems.

**Reports to:** * Campaign Manager

**Relationships**Manage effective relationships with key stakeholder teams: Group Marketing Team; Insurance; Consumer Roadside; Contact centre; Business Services; Service Delivery; IT and Digital  | **Outcomes*** Interpret requests for work into campaign data briefs ensuring all requirements are gather and met, obtaining sign off from relevant stakeholders, build manage and deliver scalable workflow deployment using Adobe Campaign & Braze
* Interpret data briefs into optimised campaign selections for mailing, outbound calling, email, SMS, and Push. Ensuring processes are developed to automate where possible.
* Implement the RAC contact rules
* Meet campaign delivery deadlines set according to agreed service levels
* Continually review campaign processes and campaigns to identify areas for improvements
* Work with the MarTech team to ensure that the right data is available at the right time to execute targeted activity.
* Ensure that campaigns are built to be measurable and can be accurately reported on
* Review post campaign analysis results and share these with stakeholders, provide recommendations for improvements in campaign performance relating to CPA/ROI, email engagement and test strategies.
* Ensure that GDPR & FCA requirements are met.
* Be a recognised expert in customer data within RAC.
* Create and maintain accurate process documentation to aid campaign delivery
* Ensure all products, propositions and promotions are clear, fair and not misleading, are designed to meet the needs of consumers and are targeted and marketed accordingly. Ensure that products perform as the RAC has led consumers to believe and that the service provided is of a high standard. Where appropriate, ensure that products and promotions are researched to test consumer understanding and demand, and refine products and promotions accordingly. Any subsequent customer complaint or feedback should be used to continually refine and improve RAC's product and promotion portfolio.
* Ensure all customer communication 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. Ensure all financial promotions are approved in line with the Financial Promotions Approval Procedures Guide and that robust records are maintained for a minimum of three years, also in line with the Guide
 | **Skills/Knowledge/Experience**High level of organisation and planning skills in a fast paced environmentAbility to produce accurate work under pressure with a high attention to detail.Demonstrate the ability to manage relationships with internal clients.Ability to explain complex solutions clearly to non-technical employeesExperience within a direct marketing or analytical environment Knowledge of consumer databases and experience of data selection tools and data manipulation tools.Good working knowledge of MS Excel & PowerPointGood working knowledge of Adobe Campaign**Qualifications/FSA:*** Degree and/or marketing qualification
 | **Capabilities/Strengths:**Core competencies – Level 3:* Judgement & decision making
* Building relationships
* Interpersonal & influencing skills
* Achievement drive
* Team working
* Continuous improvement

Need to exhibit behaviours consistent with RAC core values:* Handle it Together
* Exceptional Service
* Raise The Bar
* Own It
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