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| **ROLE Title:** | Marketing Consultant – SMR | | **DAte:** | **Feb 2025** | |
| **GRADE:** | C | | **Business Unit:** | Group Marketing - Brand & Comms | |
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| **Role** | | **Key Responsibilities:** | **Skills / Knowledge / Experience:** | | **Competencies / Values** |
| **Role Purpose**:  This role sits within the SMR squad. To support the delivery of business targets by delivering compelling and effective marketing plans and campaigns across SMR.  **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:**  Senior Marketing Manager (SMR)  **Relationships**  **Internal:** Internal: Brand and Communications Team, Design Studio, Digital, Insight, Business Divisions (Consumer Roadside, Business Roadside, Insurance as appropriate)  **External:**  Specifically print agency, partners and others as appropriate. | | Marketing campaigns  Specific   * Day to day management of SMR campaigns, with a particular focus on digital campaigns, including EM, DM, SMS, Web, myRAC and other channels. * Working alongside other members of the squad in a collaborative and agile way to meet commercial targets. * Support with processes management. * Managing the end of end campaign process including sign off for all communications, giving clear reporting to all stakeholders on progress. * Briefing and managing campaign deliverables and budgets, producing timing plans and managing delivery of projects with the in-house creative studio/print supplier and internal departments. * 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 KPIs and providing recommendations for future activity working with the internal campaigns and insight teams team.   Reporting  Review and analyse MI of marketing campaigns and make recommendations for campaign improvement based on performance. | * Marketing background – ideally gained in a fast paced, consumer business * End-to-end campaign management / communications experience * Creative briefing, copywriting and editing * On and offline comms experience e.g. SEO, email, DM, PR, SMS, Web & App content * Good experience of email marketing, data selection * 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 * Excellent listening and communication skills * Dynamic, flexible and adaptable to change * Excellent interpersonal skills * PC literate (especially Excel), 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 2-3 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 |