

## JOB DESCRIPTION

# MARKETING CAMPAIGN MANAGER

2021



### About Curtis Banks

We are a leading provider and administrator of self-invested personal pensions (SIPPS), part of Curtis Banks Ltd, based in one office on Princes Street, Ipswich just a 5 minute walk from the railway station. Our employees are a mix of all ages and a vibrant, fun culture that extends outside the workplace.

We offer a fantastic benefits package, including a generous pension scheme, flexible working, study support to help develop your qualifications and early close on Fridays to name but a few. For more details about us visit [curtisbanks.co.uk](http://curtisbanks.co.uk) or find us on LinkedIn and Facebook.

Job title:	Marketing Campaign Manager	Closing date:	28/02/2021
Grade:	5	Salary Range:	Depending on experience
Full / Part Time*:	Full time	Contract:	Permanent

\* Please specify working hours if different from standard full time employee

Business area:	Marketing	Job family:	Marketing
Reporting to:	Group Marketing Manager	Approved role?	No
Job holder:	TBC	Code staff?	n/a

### Purpose

- Responsible for helping to build brand visibility and to lead on campaign marketing driving new business leads for the distribution team and retaining existing adviser relationships
- Lead on the design and implementation of integrated marketing campaigns
- Produce comprehensive campaign analysis and metrics on a regular basis
- Produce effective and targeted communications for internal and external audiences
- Manage the integration and quarterly updates from external data provider to the CRM system (Salesforce)
- Work with a variety of third party suppliers to maximise budget spend and engagement effectiveness
- Provide direction and development for marketing team members

# CONTINUED

## Principal accountabilities:

- Deputise as required for the Group Marketing Manager
- Assist in the delivery of the marketing strategy by managing and overseeing innovative engagement and communication campaigns to internal and external audiences
- Ensure good customer outcomes are at the heart of all activities, ensuring that communications are clear, fair, set reasonable expectations and are appropriately targeted
- Proactively monitor the effectiveness of marketing activity and use the findings to inform forward-looking decision making
- Manage existing supplier relationships, including media vendors, publishers and suppliers to ensure effective collaboration in promotional activities, innovation and value for money
- Manage CRM system for the Marketing team including the relationship with external data provider in order to drive the most value to the business
- Maintain and develop the marketing suite of literature and content to meet the evolving needs of distribution and the market
- Understand and ensure all work is within regulated guidelines for financial promotions
- Act as mentor to develop marketing team members

## Qualifications

- Minimum of 5 GCSE's (or equivalent at grades A-C (or equivalent) to include English and Maths (essential)
- 3 A levels or equivalent (desirable)
- Marketing qualification, CIM or equivalent (essential)

## Knowledge

- Understanding of B2B marketing in a regulated environment (essential)
- Understanding of the pensions market and the rules that surround personal pensions (desirable)
- Financial Services experience (essential)
- Ability to absorb, understand and apply new or existing principles to the role (desirable)
- Proven experience of communications to internal and external audiences

## Skills

- The role holder will be required to liaise with a range of people both internally and externally in a professional manner and will need proven good communication skills (verbal and written)
- Ability to work effectively with colleagues at a senior management level
- Excellent ability to communicate effectively both verbally and written
- Ability to handle multiple tasks at once and effectively prioritise to manage required deadlines using available resources, internal and external
- Effective people manager with ability to develop talent and be a role model
- Working knowledge of Microsoft Office apps is required. Experience with Salesforce is desirable.