

 Profile	Role Profile : Marketing & Brand Manager	Business Area/Team: Commercial
	Reporting to: Chief Commercial Officer	Line Management :
Job Overview A career-enhancing opportunity for someone to move into a role and develop the brand, marketing and the customer relationship. Do you have expertise in customer acquisition, engagement and retention? Are you a mobile-first marketer? Are you known for your ability to deliver targets under pressure? We're looking for someone like that to work collaboratively with the Product Team to position U Account at the centre of our users' financial worlds and achieve resonance in our chosen marketplace.		
Key Ingredients of the Job		
Who are my customers?	This role helps to develop an awesome mobile-first, insight driven customer proposition(s) with the intention of appealing to and engaging existing and new users. The role will also have a series of internal stakeholders (Operations, Production and Customer Service teams).	
What do I need to know?	<ol style="list-style-type: none"> 1. Good knowledge of the UK financial services marketplace and full awareness of FCA regulations and managing compliant campaigns 2. Excellent awareness of wider market, competitor landscape, familiarity and/or clear understanding of the U Account target segments 3. Demonstrable track record in customer development, loyalty and engagement, using digital and mobile channels 4. Experience of digital marketing, using social channels as well as more traditional digital marketing techniques. Strong experience in affiliate marketing, PPC, content marketing along with multi-attribution of multiple marketing channels 5. Experience in planning, managing and reporting on digital marketing budgets, research budgets and brand development budgets. 6. Super strong organisational skills to maintain momentum and focus on planning & preparation 7. Understanding commercial drivers with strong analytical skills to evaluate campaign performance and merits of a/b testing 8. Experience in creation and implementation of communications strategy. Monitoring and optimisation of all communications 9. Experience in instigating and evaluating customer research, market insights and competitor research 10. Very strong attention to detail, assessing the options and proposing a way forward. Pragmatism not dogmatism 11. Very strong interpersonal, relationship building and communication skills 12. Comfortable dealing with brand management and setting a direction for the identity all the while working to refine positioning 13. People management, coaching and line management skills. Ability to deploy resources with military precision 14. Reviewing new technologies and keep the company at the forefront of developments in digital marketing 15. Ability to handle the PR elements of brand management and be alive to interrelationships between marketing, brand and PR 	
What type of challenges do I solve?	<ol style="list-style-type: none"> 1. Support the development of the end-to-end proposition in association with product and operational teams 2. Ability to squeeze a big budget campaign out of a more modest budget 3. Fully analyse and profile our current customer base 4. Closely manage acquisition campaigns and meet set KPIs. Increasing activation and usage via first class onboarding strategies and proactive existing customer management 5. Proactive design to lead with digital / self-service models and support the overall business strategy 6. Continue to develop the customer engagement retention strategy as the business matures and grows 7. Be alive to the 'marketplace' approach and position U Account into the centre of our users' worlds 8. How to ride the 3 storey office helter skelter without squealing too loudly 	
Planning horizon?	6 months...focus on delivery of the commercial plan	
Who do I lead?	2/3 direct reports	
I have probably got this experience or done these jobs before: <ul style="list-style-type: none"> ▪ Have worked for a leading financial services provider or challenger or agency ▪ Currently working as marketing / campaign manager 		I have probably got these qualifications: <ul style="list-style-type: none"> ▪ Probably a graduate, but not a must ▪ Ideally CIM post graduate certifications