

JOB DESCRIPTION

JOB TITLE: Senior Marketing Manager

LEVEL:

REPORTS TO: Marketing Director

Job Purpose: To support brand marketing and customer experience activity across the funeral partners estate on a local and national basis, for all Choice prepaid funeral plans and at need funerals products and services.

MAIN DUTIES:

- Working with Marketing Director, Director of life planning to define and execute marketing strategy across all channels, promotions, partner campaigns, affiliates, branch support, press advertising, leaflets, TV, Radio both national and local advertising.
- Work with the Choice prepaid funeral plan team to coordinate mailing and door drop campaigns – identifying target areas, design, production, copy, photography, print, mailing and tracking.
- Development and production of press advertising, leaflets, postcards, radio advertising, Tv advertising, media presentations, inserts or other activities as appropriate.
- Keeping up to date on FCA and ASA rules for promotions and commit to CPD
- Develop and roll out of new business and customer facing forms, associated terms and conditions, brochureware and customer facing communications in branch and online. Facilitating the sign off process with key stakeholders and compliance team.
- Regulatory Compliance - Ensuring that all services, promotions, including funeral pre-need plans and memorials, are offered in compliance with Consumer Duty, applicable regulations and guidelines.
- Development of all client facing customer literature for in branch and online, support across all products and services. In branch POS materials, customer sales and education literature and window displays.
- Working with property teams and operations teams to co-ordinate updates or new external signage, window vinyl's, fixtures, fittings and furnishing as part of the agreed investment programme. In budget and on time.
- Manage and evolve brand guidelines, customer journey and in branch standards and merchandising documentation.
- Support and embed new marketing initiatives and projects with frontline teams and operations teams.
- Manage and Write briefs for agencies, review and gain sign-off on print and digital assets to support national and local marketing requests. Liaise with studio and design resource to create high quality assets adhering to brand guidelines.

KNOWLEDGE AND SKILLS

Essential:

- At least 4 years marketing experience with a passion for brand marketing
- Experience in working in a multi-site retail marketing operational environment desirable
- Skilled in a range of marketing strategy, media planning, media buying, POS development, press and magazine advertisement, direct mail, customer facing literature/brochureware
- Knowledgeable in a range of digital marketing tactics and willing to be hands on, working within a small team and many stakeholders
- Skilled in project management and planning
- Computer literate, including Word and Excel. Able to present accurate and professional documentation and input data
- Full driving licence, ability to travel

- Co-ordinate media bookings, agreeing publications and deadlines with third parties and branches. Managing schedule and delivering assets to deadlines after gaining relevant sign off.
- Supporting website, digital and social media assets and content creation.
- Create marketing presentations, reporting and campaign analytics.
- Liaising with 3rd party agencies and service providers.
- Ad hoc project based or administration of marketing team activities and initiatives
- Digital Budget management and invoice sign off (up to £5k)
- To support consistent delivery of the highest levels of client service.
- To respond and behave in ways that, at all times, show sensitivity to the differing needs and requirements of the bereaved.
- To act as an ambassador of the company.
- Ensure that services including funeral pre-need plans and memorials are offered to clients in line with the applicable regulations and guidelines (please see page 2 of this document)

Desirable:

- Experience working in a regulated environment desirable

Personal Attributes;

- Comfortable engaging with a wide range of stakeholders across the business and confident presenting at Senior Meetings
- A clear understanding and commitment to confidentiality and sensitivities of the funeral industry
- Organised, able to multi-task and able to manage own workload, demonstrates being a good team player
- Demonstrate excellent communication and listening skills
- Willing to be flexible and adaptable to the needs of the organisation
- Demonstrate a calm and efficient demeanour. Able to manage stressful situations
- Demonstrate a willingness to be involved in all aspects of the Company as needed
- Be respected, independent and helpful
- To ensure that personal behaviour must conform to company standards at all times

Financial Conduct Authority (“FCA”) Compliance

This role will be responsible for offering Funeral Pre-Need plans to clients, however the individual role holder must only perform this part of the role if they comply with all items in the below list.

The individual role holder will:

- Not discuss funeral plans with customers until they have been trained and passed an Initial Assessment
- Attend the required training courses in order to become competent as a plan seller, and will form part of the overall Competency Framework associated with funeral plans
- Take ownership for their Continued Professional Development (“CPD”) throughout the year in order to align with FCA requirements and attend ad hoc learning activities provided by the business
- At all times, act in accordance with the [FCA’s Conduct Rules](#).
- After being trained, understand and comply with the [FCA’s 11 Principles for business](#)
- Support individual customers in accordance with the [FCA’s consumer principle and cross-cutting rules](#).
- Deliver the outcomes required from the [FCA’s consumer duty](#).
- Take into consideration the needs of vulnerable customers and particularly vulnerable customers and take specific action to support these customers, as appropriate

OUR COMPANY VALUES AND HOW I LIVE THEM

<p>HELPING PEOPLE</p> <p>Our business exists to help the bereaved to make fitting arrangements for their loved one's last journey and to provide lasting memories for families and friends. We do this with a positive, caring and understanding approach.</p>	<ul style="list-style-type: none"> – I act as an ambassador for the company by being responsive to the client's needs and responding promptly to client requests. – I actively seek to support others as well as asking for help from a manager or colleagues when needed. I proactively engage with the immediate and wider team. – I act as role models in all I do and say. – I support colleagues in delivering their goals, I am flexible to meet short term and unexpected business needs. I proactively volunteer to assist in a time of crisis. – I seek to understand the client's needs through probing questions and active listening – I share knowledge and experience freely. I offer and accept constructive feedback.
<p>RESPECT FOR EVERYONE</p> <p>We value diversity and treat everyone with the same respect, courtesy and dignity.</p>	<ul style="list-style-type: none"> – I communicate effectively, actively listen and question appropriately. – I respect the confidence of the clients and colleagues at all times – I can be relied on to be present and actively engaged in my work – I recognise and respect difference and diversity in our clients and colleagues alike. – I draw attention to inappropriate actions or behaviours within my immediate or wider team. – I seek to review all available information before making a decision and I willingly provide explanations and reasons to support my actions.
<p>PROFESSIONAL STANDARDS</p> <p>We are a professional organisation and we strive to achieve the highest possible standards in everything we do and to improve these standards continuously.</p>	<ul style="list-style-type: none"> – I take pride in my appearance and adhere to our company dress code. – I implement ideas to improve the processes and performance within the scope of my operation. I escalate suggestions outside my scope to my immediate manager. – I provide constructive challenge and ideas to continually improve our processes and performance. – I adhere to our policies, standards and processes at all times. I ask for clarification when needed. – I have an active interest in the business and understand the contribution I make through my work. – I think and act innovatively to improve value for both the clients and company.
<p>ACCEPTS RESPONSIBILITY</p> <p>We accept responsibility for our actions as a company and as individuals.</p>	<ul style="list-style-type: none"> – I demonstrate awareness of the impact of my own behaviour and how I use this appropriately with clients and colleagues. – I take personal responsibility to ensure that client's needs come first and that the company values are maintained at all times – I take personal ownership for resolution of issues, escalating those that cannot be resolved personally or promptly. – I know my own strengths and areas of development and I take responsibility for my own learning. I act on feedback to improve my own performance and impact. – I don't walk past a problem no matter how large or small. – I ensure that my work is delivered to a high standard, and I constantly aspire to improve the quality and value of our products and services.
<p>PARTNERSHIP</p> <p>We believe that we can only achieve our goals by working together in partnership with client families, suppliers and our employees.</p>	<ul style="list-style-type: none"> – I work effectively and collaboratively with others as a part of a team. – I seek to learn from others in order to continuously develop. – I successfully resolve issues in a way that maintains and builds a positive long-term relationship; I influence others using a win-win approach. – I bring ideas to the team and remain open to change. – I develop a positive working relationship with clients, my team and external influencers. – I actively seek the views of others. I listen and talk to people to improve the way I do things.