



Senior Marketing Manager – Customer & Propositions

£38,000 - £42,312 pa

Lichfield

Brief summary

Police Mutual have been serving the Police Family and growing in strength since 1922. We are dedicated to providing the best service to our members, and this is underpinned by our commitment to enhance the financial understanding and well being of the police family, to provide an efficient and consistent service, to provide relevant, simple to understand and value for money products, and most importantly to build lifelong relationships. All of this is underpinned by the Marketing department. So we are looking for people who:

- Have a passion for delivering customer service excellence
- Have the energy and enthusiasm for Propositions and Development
- Are self-motivated and a strong team player

If you know that these are qualities you have then we are looking for an Senior Marketing Manager Customer and Propositions to join our existing team.

Job description

The role involves:

- Drive the design and development of customer centric propositions to meet the identified needs of Police Mutual Group customers.
- You will need to demonstrate good use of BPR techniques
- You will need to demonstrate multi-channel marketing techniques
- Demonstrate good understanding of customer insights in the design and development process.
- Be a confident and articulate presenter at all levels (internal/external & exec)
- Work closely with customers, staff, partners and 3rd party suppliers to ensure objectives are met.
- Ensure that you are always up to date on market /sector understanding and wider financial services industry affairs.
- Demonstrate good understanding of using customer discriminating processes and their application in customer service development
- Work closely with Finance, Compliance, Actuarial and Risk teams in the design and development of customer propositions and demonstrate confident understanding of product technical information.
- Demonstrate core project management techniques and business delivery understanding.
- Understand affinity and B to C/ B to B marketing principles.
- Develop myself to meet my career aspirations

You will need to have proven and strong skills in the following areas:

- Passion for products and marketing
- A proven track record of delivering against targets
- Excellent relationship building skills
- Flexibility, confidence, enthusiasm and motivation
- IT literacy
- Analysis and Information gathering
- Communication and Coordination
- Decision making
- Innovation and creativity

- Planning, Project Management and Third Party Management
- Team working

The successful candidate will enjoy team working and the opportunity to develop a career in Marketing in return for a competitive salary.

Interested?

To apply for this role please send your CV and covering letter to our Human Resources Team.

Call **01543 442322** or
email
<mailto:recruitment@pmas.co.uk>