

JOB DESCRIPTION

Title: Head of Marketing	Level: 5	
Functional line: Marketing Director		

My role exists because:

I am responsible for thought and operational leadership that ensures the Society develops and maintains customer centrality at the heart of everything it does.

I lead the team that markets the Society and its propositions to the Police Family, members of the Society and the wider stakeholder community.

I represent the voice of the customer and, as such, needs to have an understanding of consumer values and behaviour and the issues relating specifically to the financial needs of the police service.

I manage the Proposition work of the Society including identifying new opportunities, preparing business cases, managing existing products and propositions and obtaining value from segmentation and data management.

Key responsibilities:

- Develop the overarching marketing strategy and positioning
- All marketing and member communications and contact strategy
- Campaign planning and execution
- Achieve new member acquisition targets for both LTS and GI- both offline and online
- Support retention targets for both LTS and GI – both offline and online
- Brand management
- Lead the formulation and development of proposition philosophy/policy, especially relating to:
 - Environment and competitor analysis
 - Screening and proposal of new developments
 - Existing product development, maintenance and discontinuance.
- Develop and manage a segmentation strategy within the marketing database to inform the product/proposition portfolio and provide insight into customer values, behaviours and beliefs
- Make effective and efficient use of all resources allocated within the budget limits set by the Executive. Deliver against marketing ROI targets
- To manage market research projects/initiatives and ensure appropriate insight and segmentation is maintained
- Identification and management of all third party partners/agencies to meet identified customer needs. Leadership of third party selection processes, formulating and applying appropriate scoring/selection criteria and negotiating at Board level
- Agreement of appropriate commercial, legal and service agreements between the Society and third-parties
- Monitor and report business levels and mix against plan and agree and implement action as necessary
- Ensure all propositions meet needs of identified consumer segments and have regard to the 6 Treating Customers Fairly outcomes

Plus responsibilities for staff/financial resources

- Lead and manage the team (approx 15) in achieving their set objectives
- Ensure active staff motivation and development
- Ensure maintenance of appropriate departmental establishment to provide cover and progression/career structure
- Oversee budget setting for Products

Task list

- Represent the consumer and act as a 'customer champion'
- Utilise communication channels (direct mail, telephony, website, AO network, media, conferences, sponsorships) working with the managers of channels owned by other areas of the business
- Plan, implement and monitor new business campaigns
- Manage the brand
- Identify and maximise potential media opportunities
- To benchmark Police Mutual campaigns with those of other financial service providers
- Understand the financial services marketplace and customer insights
- Be aware of regulatory requirements and ensure communications are compliant
- Ensure all communications are clear, fair and not misleading and relevant regulations are followed e.g. data protection, Treating Customers Fairly principles
- Awareness of data protection guidelines and internal data management procedures
- Technical understanding of all significant financial services products
- Communication (written and verbal; in particular ability to present technical information in a non-technical way)
- Commercial awareness
- Computer literacy (in particular, database software capabilities, spreadsheets and word processing packages)

Plus any responsibilities for staff/financial resources:

- Team management, co-ordination and development
- Management of the marketing budget
- Supplier acquisition and management
- Data selection and management for direct mail purposes
- To assist the implementation of TCF by ensuring respect for customers and employees occurs at all times, that the Society has fair and ethical business processes, and that people are empowered and motivated to deliver fairness.

I need to have proven and strong skills in:

- Written and verbal communications
- Planning and meeting deadlines
- Understanding of LTS and GI markets
- Knowledge of legislative and regulatory requirements affecting the Society's products
- Strong awareness of issues and trends in life assurance and investment markets
- Strong understanding of the police service and our members
- Human resource issues including performance management, recruitment and health & safety
- To understand TCF principles and how the role can support, reinforce and influence them

I need to know about the Society's products, services and policies and;

- Management of all aspects of the marketing mix, including but not limited to;
 - Customer acquisition and retention
 - Brand management and customer experience
 - Public Relations and Communication
- Stakeholder and supplier management
- Project Management
- Customer Impact requirements
- TCF principles and how the role can support, reinforce and influence them
- Knowledge of legislative and regulatory requirements affecting the role.

I need to have the following qualifications;

- Degree or equivalent
- Post graduate marketing qualification desirable e.g. MCIM
- Insurance/Financial services qualifications desirable e.g. ACII

Key Competencies;

- Delivering the mutuality
- Living the mutuality
- Achieving results
- Customer focus
- Strategic awareness
- Communication
- Project/task planning
- Strategic awareness
- Team development
- Decision making