

# Job role: Marketing Assistant



**Responsible to:** Senior Marketing & Communications Manager

**Band:** Technical/Professional

**Department:** Marketing

## PURPOSE & ROLE REQUIREMENTS

- To support the delivery of marketing activities that promote the building society's products, services, and Teacher community values. The role focuses on assisting with campaigns, maintaining digital channels, and ensuring accurate, compliant communications to enhance member engagement and brand awareness.
- Hours of work are Monday - Friday (9:00am - 5:00pm) - Hybrid/Office

## ACCOUNTABILITIES

- We are an all encompassing marketing & communications team, responsible for internal comms, external comms, social media, the company's website, AGM, member comms and more.
- Whilst the successful applicant for this role will take ownership of delivering product marketing brand communications in line with the overall marketing plan, we're looking for someone who can work across a mix of marketing channels to promote the Society's products (mortgages and savings), services and brand, and is just as happy to edit and update literature as they are to recommend strategic change or creative solutions.
- To deliver compliant mortgage and savings product marketing activity including product rate changes, product withdrawals and product launches (including management of all literature both physical and digital) and supporting communications. This means everything from drafting literature, product information sheets and emails to using the Society's CMS system to update a live website.
- Producing assets and communications for use in multi-channel proactive and reactive product campaigns (e.g. email, social, web campaigns)
- Management of physical and digital literature for the Society's product and service departments, including the Society's internal digital product library
- Becoming an expert on our on sale and off sale mortgage and savings products to ensure they are accurately represented in marketing and communications activity
- Being the go-to marketing expert for colleagues in our member service and product teams, ensuring they have all the literature and documentation they need to service and manage our product lines.
- To support 'brand' activity for the Society, including: ensuring accurate use of brand assets (colours, logos, fonts) internally and externally throughout the Society - this could be anything from creating social posts to drafting slides for the CEO
- Recommending, drafting and delivering external marketing and communications that support raising brand awareness of the Society
- Being a brand advocate internally, supporting the production of internal communications and proactively supporting the Society's committees
- Additionally, the successful applicant will support both the senior manager - marketing & communications and marketing manager with a varied range of marketing tasks, including but not limited to: becoming an expert on Sitefinity, our website CMS system, and supporting changes required proactively or reactively in support of the annual marketing/communications plan
- Becoming an expert on Dotdigital, our marketing email system, and supporting proactive and reactive outgoing Society emails on product, service, experience, regulatory or promotional activity
- Proactively suggest and draft content for a range of channels both on and offline, but with a particular focus on website and social content, using written, image and video based media.
- Writing briefs for and liaising between the Society and external marketing support agencies

- Managing internal stakeholder expectations and stakeholder feedback.
- Ensuring compliance approval processes are met and internal risk mitigations are adhered to.
- Monitoring and reporting on marketing campaign performance.
- Manage ad-hoc marketing tasks raised via colleagues in a timely and efficient way.
- Supporting the Society's AGM communications
- Undertaking competitor analysis for both the team and wider business
- In all you produce you must act to deliver good outcomes for retail customers and ensure communications meet the requirements of the Consumer Duty.

## CORE COMPETENCIES

- **Taking personal responsibility** – ownership of marketing and communications campaigns and responsibility for their delivery
- **Enabling Change** – a positive attitude to change and the initiative to take on new ideas
- **Analysis & Fact-finding and Insight delivery** – securing relevant information and identifying key issues and relationships from a base of information; relating and comparing data from different sources; identifying cause-effect relationships
- **Innovation** – generating creative solutions to work situations; trying different and novel ways to deal with organizational problems and opportunities
- **Quality awareness** – meticulous attention to detail; identifying and eliminating inefficiencies within a process in order to improve the quality of a product or service or communication
- **Teamwork** – share learning and information with colleagues; co-operate with team members to resolve problems and achieve goals; build internal and external relationships with key stakeholders
- **Initiative** – obtain and use information to make decisions; generate creative solutions to work situations; help identify organisational problems and opportunities
- **Proactivity** -identify opportunities, needs and solutions and proactively suggest them to the team and wider Society

## KNOWLEDGE/SKILL/EXPERIENCE

- PDF editing plus great on word, PowerPoint, excel.
- Experience managing sharepoint sites (we can teach you this if you haven't done it before!).
- Experience editing websites using a content management system.
- Experience using digital email platforms.
- Experience of working in a regulated environment; experience in financial services or a regulated industry would be a huge tick.
- Planning, creating, editing and posting social media including video.
- Be questioning, communicative and proactive; we need someone who spots opportunities, raises them and then cracks on.
- At least 12 months marketing experience, ideally in financial services or a regulated industry.
- A degree in marketing/communications or related discipline.
- Excellent written and verbal communications experience; confident in chasing down our top team for sign off when deadlines demand!