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| **Title :** | **Ecommerce & Digital Campaign Manager** |
| **Employment Type:** | Full time/Permanent  |
| **Department :** | Marketing |
| **Location** | Glasgow |
| **Date:** | 3rd December 2019 |
| **Recruiter** | Laura Campbell, please send covering letter and CV to Recruitment@scottishfriendly.co.uk |

At Scottish Friendly we want to attract the best talent to help us achieve our vision: **to be a leading UK mutual insurer through innovation, efficient customer service and responsible capital management**. Scottish Friendly is one of the most progressive mutual life insurance offices in the UK with over 150 years’ worth of history in the financial services market. Based in Glasgow, Scottish Friendly is a dynamic and rapidly expanding financial services group dedicated to the efficient provision of a wide range of financial products and services. We employ circa 170 staff and are growing.

As a Friendly Society, we don’t have any shareholders, so all profits are used for the benefit of the customers. Our people are enthusiastic and passionate about saving and investing.

If you’re inspired to join us, and have the necessary qualities, then this could be the opportunity you’ve been looking for.

The role:

You will responsible for working across the main areas of e-commerce and overseeing the development of our website and mobile app in a compliant manner. The position will involve working across all the e-commerce business channels of affiliate and aggregator marketing, e-partnerships, pay-per-click, search engine optimization, email and social media. You will also contribute to the development and optimisation of the Society’s website.

You are required to manage, within the direction of the Senior Marketing Manager, the Group’s digital activity; acting as a brand ambassador, you will communicate with key stakeholders through a variety of channels.

**Key Responsibilities:**

* Digital campaign management including development of e-marketing campaigns, objectives, targets, budgets and results metrics across all e-channels.
* Drive profitable customer recruitment through digital campaigns, site/app optimisation and continuous improvement.
* Develop and execute cohesive promotional strategies and new digital initiatives to support our marketing plans.
* Ensure optimal, compliant product and content copy development by liaising with other departments, digital agencies and the internal Ecommerce & Digital Consultant.
* Develop business cases for new digital initiatives.
* Develop and enhance the customer journey and online experience and develop new ways to continuously improve it.
* Develop a solid working relationship with and effectively manage our digital agencies.
* Ensure that necessary audit, compliance and information security policies and procedures and regulatory requirements are adhered to.
* Contribute to the development of the Society’s Intranet, Sponsorship & PR activities.
* Contribute to the department by following internal and external procedures to set up campaign activity, producing data extracts, updating the CMS, campaign development, monitoring and tracking, and reporting on MI.
* Be an advocate for Scottish Friendly within the social media space.
* Generate and execute ideas, promotions and tools to engage with the social community. These may include using social media listening tools, content development, conversation management and analytics.
* Working with our web and digital agencies, their creative and account teams, you will help to develop online campaigns that deliver results.

**You will have:**

* Sound numerical skills:  statistics experience an advantage
* Excel (preferably at advanced level) skills essential.   Experience of content management, analytics, digital marketing and internet technologies a distinct advantage
* Strong grasp of sales/marketing and budget management.
* Digital campaign management experience.
* Working knowledge of the social media universe including Facebook, Twitter, YouTube, review sites including Google, LinkedIn, Flickr, Forums, Wikis and blogs.
* Understanding of developing online brands using Search Marketing (Paid & Organic), Social Media, Affiliate Marketing and Link Building.
* Excellent writing skills from a business and marketing communication perspective.
* Good organisational abilities and attention to detail
* Ability to effectively manage multiple campaigns, and able to work calmly under pressure.
* Ability to work under own initiative and as part of a team.
* Staff supervision experience.
* A financial services background is essential.

**Qualifications required for this job**

* At least two years’ digital marketing experience on either the client or agency side
* A marketing degree or at least two years’ solid progress in a marketing/sales environment
* A financial services background would be ideal
* Digital Marketing diploma an advantage

We are an equal opportunities employer, we believe diversity brings benefits for our customers, our business and our people. We welcome applications from all individuals regardless of age, gender, disability, sexual orientation, race, religion or belief. We will consider flexible working arrangements for any of our roles.