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

Responsible for supporting the E-commerce & Digital Campaign Manager on the development of emarketing campaigns as required but with particular focus on development of the website to improve conversion and support the integration of marketing activity feeding in from other channels, as well as development of our mobile app and My Plans (our online account management tool).

Helping to develop and manage marketing and advertising campaigns, analysing performance, managing launches and contributing towards the Society’s marketing programme, but with particular emphasis on developing, controlling, monitoring and adapting campaign activity across all echannels including affiliate and aggregator marketing, e-partnerships, pay-per-click, search engine optimization, email and social media.   
  
This role involves advising the E-commerce & Digital Campaign Manager on the development and execution of cohesive promotional strategies and technical development to support our marketing plans. Involvement will extend to channel and campaign analysis and working with Campaign Managers, our in-house creative team and agencies to manage the development of marketing and advertising campaigns that deliver results.

**Key Responsibilities:**

* Work closely to support the Ecommerce & Digital Marketing Manager including development of marketing campaigns, objectives, targets, budgets and results metrics on areas such as affiliate and aggregator marketing, e-partnerships, pay-per-click, search engine optimization, email and social media.
* Ensure optimal, compliant product and content copy development by liaising with other departments and digital agencies.
* Advise the Ecommerce & Digital Marketing Manager on the development and execution of cohesive promotional strategies and new digital initiatives to support our marketing plans.
* Develop and enhance the customer journey and online experience and consider new ways to continuously improve them.
* Develop a solid working relationship with digital agencies.
* Work closely with the Ecommerce & Digital Marketing Manager to drive profitable customer recruitment through digital campaigns, site optimisation and refinement.
* Contribute to the development of the Society’s intranet
* Support the delivery of Social Media activity in channels such as Facebook, You Tube and Twitter.
* Contribute to the department by following internal and external procedures to set up campaign activity, producing data extracts, updating the CMS, campaign development and reporting on MI.
* Working with our digital agencies, their creative and account teams, and the Ecommerce & Digital Marketing Manager, you will help to develop online campaigns that deliver results.

**You will have:**

* Solid experience of developing online brands using Search Marketing (Paid & Organic), Affiliate Marketing and Link Building activity.
* Excel skills (preferably at advanced level).
* Understanding of content management, analytics, digital marketing and internet technologies.
* Experience of utilising web sites to build sales.
* A flair for understanding the creative process.
* Good writing skills from a business and marketing communication perspective.
* Good organisational abilities, attention to detail and able to work calmly under pressure.
* Ability to work under own initiative and as part of a team with enthusiasm and drive.
* Digital campaign management experience.
* Marketing qualification at degree level.
* A financial services background would be ideal.

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.