

|  |  |
| --- | --- |
| **Title :** | Digital Development Campaign Manager |
| **Employment Type:** | Full time/permanent |
| **Department :** | Marketing |
| **Location** | Glasgow |
| **Date** | 12 November 2020 |
| **Recruiter** | Gillian Bryant, 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 services 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 are responsible for working across the main areas of e-commerce in a compliant manner. The position will involve working across all the e-commerce business channels of pay-per-click, affiliate sales, e-partnerships and social media. With overall responsibility for driving converting traffic to 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 third party websites, the media and clients through a variety of channels.

**Key Responsibilities:**

* Digital media management including development of e-marketing campaigns, e-partnerships, objectives, targets, budgets and results metrics on areas such as social media, PPC and affiliate/aggregator marketing.
* Drive profitable customer recruitment through digital campaigns, working closely with our media agency and driving their performance to target.
* Develop and execute cohesive promotional strategies and new digital initiatives to support our marketing plans.
* Develop business cases for new digital initiatives.
* Develop a solid working relationship and effectively manage digital agencies to deliver to sales targets.
* Ensure that necessary audit, compliance and information security policies and procedures and regulatory requirements are in place with suppliers.
* Maintain the sales pipeline and constantly seek to deliver new pipelines via new digital media channels, e-partnerships or diversifying and growing within existing media channels.
* Negotiate pricing with agencies and suppliers and ensure that they are working to agreed contract / SLAs.
* Prepare sales forecasts, campaign analysis and present findings to senior management.
* Working with our web and digital agencies, their creative and account teams, as well as our internal Direct Campaign Manager, Web Campaign Manager and Creative colleagues, you will plan and develop online sales campaigns that deliver results and implement, develop and maintain media channels that will deliver continued sales growth.

**You will have:**

* A Marketing Degree or strong sales background in digital media development.
* Experience of driving and meeting sales targets across online media channels - at least 3 years, ideally 5.
* An appetite to undertake a role with full autonomy.
* You must be a self-starter – we will expect you to be owning, driving and developing digital media that drives sales within 2-4 weeks.
* Strong sales focus and evidence of identifying new media opportunities and developing channels that drive converting traffic a must.
* Strong negotiation, relationship building and influencing skills essential.
* A hands-on individual who is familiar with working at pace independently and has proven experience managing budgets and presenting new business proposals.
* Results and commercially focussed – with a proven track record of identifying and implementing new media channels / e-partnerships, as well as growing and maintaining existing ones.
* Strong time management and planning skills.
* Experience of managing agencies to sales targets within budget essential.
* Working knowledge of web analytics tools and Microsoft office.

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.