



Title :	E-commerce & Digital Consultant
Employment Type:	Permanent
Department :	Marketing
Location	Glasgow
Date	26.02.21
Closing date	31.03.21
Salary	£DOE
Recruiter	Gillian Bryant, please send covering letter and CV to gillian.bryant@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 220 staff and we 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 e-marketing campaigns as required but with particular focus on digital acquisition channels primarily affiliate, aggregators and paid search.

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 e-channels 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 creative team and agencies to manage the development of marketing and advertising campaigns that deliver results.

- Working closely to support the E-commerce & 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.

- Ensuring optimal, compliant product and content copy development by liaising with other departments and digital agencies.
- Advising the E-commerce & Digital Marketing Manager on the development and execution of cohesive promotional strategies and new digital initiatives to support our marketing plans.
- Working in conjunction with the Web, App and own-customer Email /team, develop and enhance the customer journey and online/app experience and consider new ways to continuously improve them.
- Developing a solid working relationship with digital agencies.
- Working closely with the E-commerce & Digital Marketing Manager to drive profitable customer recruitment through digital campaigns, site optimisation and refinement.
- Contributing to the development of the Society's intranet.
- Supporting the delivery of Social Media activity in channels such as Facebook, You Tube and Twitter.
- Contributing 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 E-commerce & Digital Marketing Manager, you will help to develop online campaigns that deliver results.

Candidate Specification

- A Marketing Degree.
 - A strong sales-focused background in digital media channels.
 - An appetite to take on a role with a large degree of autonomy.
 - A self-starter, who isn't afraid to roll their sleeves up and get stuck in, proactively offering assistance wherever it's needed.
 - A real team-player, who looks beyond the job spec and want to learn and develop cross-functionally.
 - Financial services or retail experience/experience of operating in a regulated industry an advantage.
 - Strong oral and written communications skills and attention to detail.
 - Strong time-management, planning and prioritisation skills.
- Working knowledge of web analytics tools and the MS Suite.

We offer a competitive financial package and excellent benefits including generous pension, cycle to work, healthcare, access to EAP. We will consider full or part-time candidates for this role and are able to offer extremely flexible working hours. At the moment most of our roles are currently home-based.

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.