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| **Title :** | Web and email executive |
| **Employment Type:** | Permanent |
| **Department :** | Marketing |
| **Location** | Glasgow |
| **Date** | 17.12.21 |
| **Closing date** | 28.02.22 |
| **Salary** | £25-35k |
| **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 Website and Mobile App Development Manager on the development of the website, mobile app and online campaigns as required but with particular focus on SEO, content and email marketing.

Helping to develop and manage marketing campaigns and initiatives, analysing erformance, managing launches and contributing towards the Society’s marketing programme, but with particular emphasis on developing content, making CMS updates controlling the email channel, and adapting campaign activity across the website in support of channels including affiliate and aggregator marketing, e-partnerships, pay-per-click, search engine optimisation and social media.   
  
This role involves advising the Website and Mobile App Development 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 campaigns that deliver results.

* Working closely to support the Website and Mobile App Development Manager including development of marketing campaigns, website content and UX designs, targets and results metrics on areas such as website performance, SEO and email performance.
* Ensuring optimal, compliant product and content copy development by liaising with other departments and digital agencies.
* Advising the Website and Mobile App Development Manager on the development and execution of cohesive promotional strategies, suggesting changes to the online/app experience and considering new ways to continuously improve them.
* Working in conjunction with the Direct and E-commerce team to develop and enhance the customer journey in support of their campaigns.
* Developing a solid working relationship with digital agencies.
* Contributing to the development of the Society’s intranet.
* Owning and evolving the Society’s email sales channel.
* 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 Website and Mobile App Development Manager, you will help to develop online campaigns that deliver results.

**Candidate Specification**

* Website, email and CMS experience required.
* 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 wants to learn and develop cross-functionally.
* Financial services or retail experience/experience of operating in a regulated industry an advantage.
* UX/ Design experience 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.