



Campaign Manager – Customer Marketing



About Post Office Management Services (Insurance)

POMS is a customer focused organisation that relies on the Post Office Money brand, its network, customer data and marketing capabilities in order to deliver its plan objectives.

As an independent business, it was established in 2014 after the Post Office bought out the joint insurance venture between Bank of Ireland UK and Post Office. Our vision is to operate as a specialist broker. Our team has expanded significantly since then, as we continue to pursue our core visions to:

- Deliver operational efficiency, product and pricing flexibility resulting in greater control of, and access to, the value chain;
- Directly control customer management, policy conditions and retail pricing;
- Enter in to partnership agreements with Underwriters, Third Party Administrators, Software Houses and Consultancy firms to procure and develop the capabilities required in support of our chosen business model; and,
- Build a tangible asset for the Post Office.

POMS is a wholly owned subsidiary of Post Office and this means you are part of an organisation that is trusted by communities and consumers, putting its people and customers first. Together we have the opportunity to write the next chapter of an iconic organisation with over 300 years of history. We shape our future and each of us has the autonomy and responsibility to help create a business we can all be part of and proud of.

We know that the best way to provide a great service for customers is to evolve our business and adapt to their changing needs. We're improving our online and in store experience for customers because we know that our customers never stop changing, so neither will we.

We are working hard to ensure that the next chapter of the Post Office's history is a bright one. We are the current guardians of an iconic business and we want to hand over a thriving network of branches which can continue to provide essential products and services for our customers for many years to come.

This is a uniquely exciting and challenging time for the Post Office and for POMS – we're shaping the future and creating a business we can all be proud of.

We share the Post Office values of Care, Challenge, Commit.

The basics

Job Title:	Campaign Manager - Customer Marketing
Post Reports to:	Customer Marketing Manager
Division:	Marketing
Business Unit:	Insurance
Budget Responsibility:	Indirect £0.5M
Number of Direct Reports:	0
Location:	Finsbury Dials

The purpose of the role

- Manage and deliver customer marketing campaigns aimed at increasing cross-sell, upsell and retention of the Post Office customer base.
- Using insight, create recommendations to key stakeholders in the business for the customer strategy.
- Work with creative agencies to continually test and learn creative approaches to drive best in class response rates.
- Closely manage and optimise the customer marketing budget for your campaigns.
- Regularly report on all customer marketing metrics.
- Using Salesforce Marketing Cloud deliver personalised, relevant customer communications via a range of channels including email and SMS.
- Work with the Customer Analyst to ensure all campaigns are appropriately selected and analysed.
- Complete monthly reports including competitor reviews and benchmarking of activity.
- Ensure effective tagging and analytics are in place throughout the customer journey.

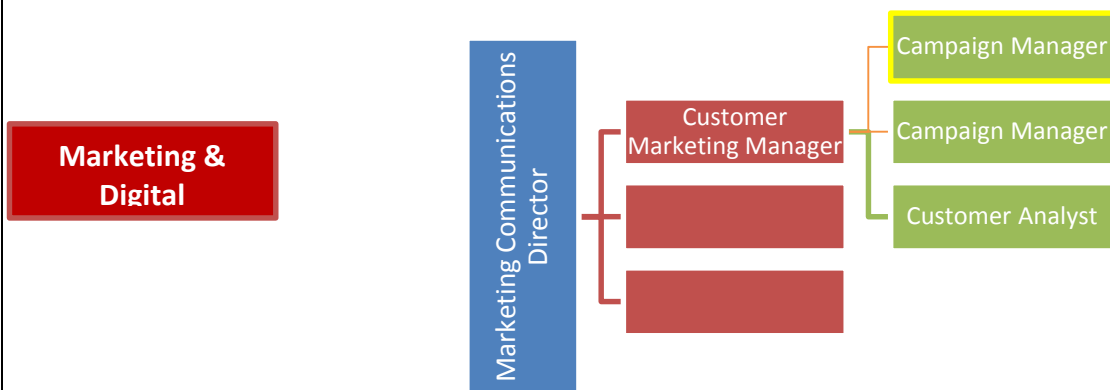
Principal accountabilities

- Delivery campaigns aimed at increasing cross-sell, upsell and retention targets.
- Tracking and reconciliation of marketing budgets.
- Hand on delivery of campaigns through a range of direct marketing channels.
- Internal stakeholder management.
- Approval of all content in line with financial promotions approval process.
- Competitor monitoring.
- Reporting and analysis of activity.

Qualifications, experience and skills

- Proven experience of delivering campaigns through Salesforce Marketing Cloud
- Have a hands-on approach to CRM implementation.
- Be able to brief and appraise creative based on a direct response basis.
- Be confident data and able to derive insight and action from analysis.
- A basic understanding of HTML and email design
- Understanding of Adobe analytics.
- Excellent attention to detail.
- Previous budget management experience.
- Ability to create and deliver on plans.

Where does this role fit in with the rest of the team?



IT permissions

Please note that the following section is to be completed by the Line Manager:

IT permissions

Job Role	Campaign Manager – Customer Marketing
IT Equipment	Laptop, mobile phone; Desk top computer, Monitor, Keyboard, Mouse, desk phone
Applications	Microsoft Office 365, email account, Employee Interaction Centre, Success Factors (L&D); Sharepoint, Capita (travel), Reward site (benefits), Skype for Business, Lync 2013, Adobe Reader, Adobe Flash Player, Adobe Shockwave, Adobe Flash
Software Access	Duck Creek, Dalesridge
Other System/Application	HR Cascade
Approved by [System Owner]	
Job Title [System Owner]	
Date	