



Customer Marketing Manager



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:	Customer Marketing Manager
Division:	Marketing
Business Unit:	Insurance
Budget Responsibility:	Direct £0.5M
Number of Direct Reports:	3
Location:	Finsbury Dials

The purpose of the role

- Create a new customer marketing strategy for Post Office Insurance products aimed at increasing cross-sell, upsell and retention.
- Build a new contact strategy for the business to improve the process for customer leads generated by Post Office branches.
- Implement a programme of test and learn across all channels including email, SMS and outbound aimed at increasing efficiency and improving conversion/value.
- Actively manage the CRM solution (Salesforce) including the in-house delivery of campaigns and reporting.
- Work with the insurance business unit to create customer centric propositions which deliver increased value for both the Post Office and customers.
- Manage a range of internal stakeholders to improve the integration between insurance and other Post Office products.
- Manage external agencies to ensure high quality delivery of creative and technical solutions.
- Segment the customer database and identify most valuable customers and create a targeted strategy to build long-term relationships.
- Regularly provide reporting to a range of stakeholders.
- Manage a small team of campaign managers and customer analysts.

Principal accountabilities

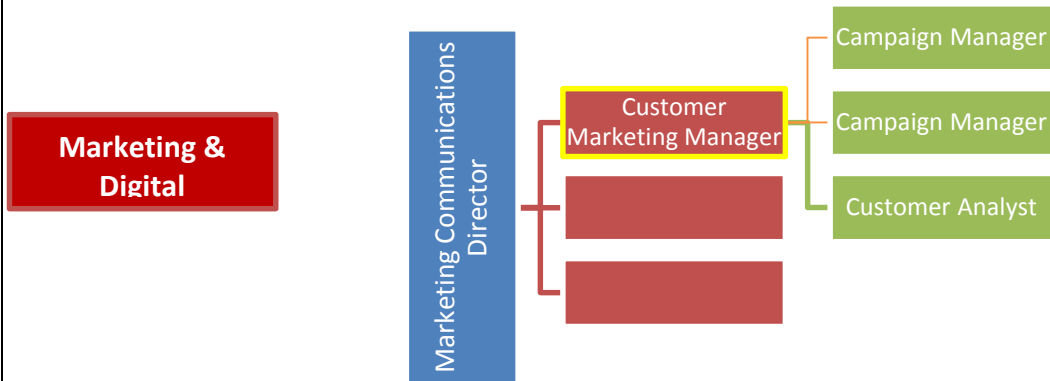
- Delivery of cross-sell, upsell and retention targets.
- Management of marketing budgets.
- Delivery of campaigns through a range of direct marketing channels.
- Internal and external stakeholder management.
- Approval of all content in line with financial promotions approval process.
- Competitor monitoring.
- Reporting and analysis of activity.
- Effective management and coaching of a small team of campaign managers and customer analysts.

Qualifications, experience and skills

- Have a good working knowledge of Salesforce CRM.
- Have undertaken a customer marketing role in a financial services, insurance or other relevant industry.
- Be commercially and customer driven.
- Be able to understand data and be analytically minded.

- Have a track record of implementing successful cross-sell, upsell and retention activities both at a hands on and strategic level.

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	Customer Marketing Manager
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	