



# 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:	Marketing Manager
Division:	Marketing & Digital
Business Unit:	Insurance
Budget Responsibility:	0
Number of Direct Reports:	2
Location:	Finsbury Dials

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### **The purpose of the role**

- Deliver effective marketing strategies aimed at acquiring new existing Post Office customers.
- Manage all marketing activity and budgets across predominately digital channels including Display, affiliates, email, Programmatic, Social, Video on Demand (VOD) and Search.
- Create and implement effective digital campaigns, translating product features into compelling messages for our target customers.
- Create and implement direct response ATL campaigns across a range of media such as TV, door drop and direct mail.
- Use data to drive targeted media and messaging.
- Implement new strategies/media aimed at increasing sales and value per policy and reducing cost per acquisition.
- Provide regular reporting on performance and recommendations on future improvements.
- Implement and measure robust test and learn programmes.

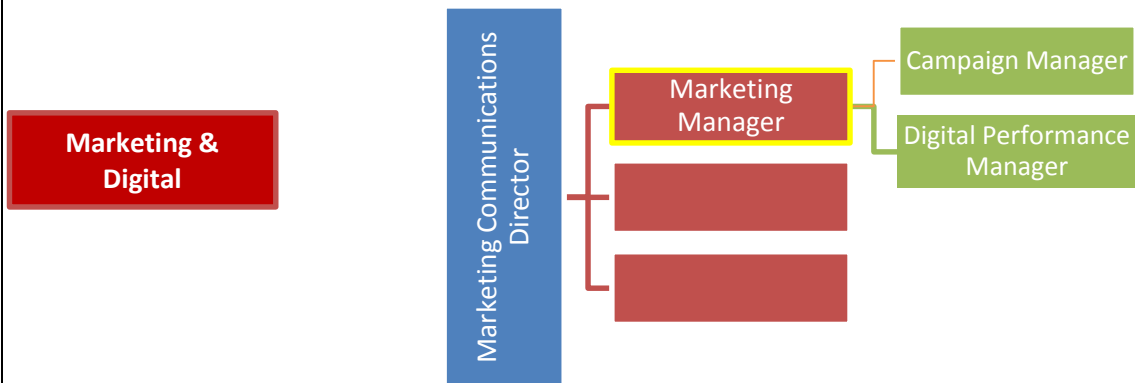
### **Principal accountabilities**

- Delivery of acquisition and income per policy targets.
- Agency management.
- Delivery of messaging and creative approach.
- Budget management.
- Production of reporting and insight.
- Ensuring regulatory compliance.

### **Qualifications, experience and skills**

- Minimum 5 years' experience of running through the line marketing campaigns.
- Excellent knowledge of the digital channels and their roles as part of a digital strategy.
- Understanding of direct response & digital marketing and optimisation techniques.
- Understanding of tagging/tracking including implementation and testing.
- Excellent communication skills both written and oral.
- Commercial and results driven.
- Ability to interpret data and derive insight.
- Strong internal and external stakeholder management.
- Insurance experience is preferred but not essential.

## 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	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	