



Digital Marketing Campaign Executive

Department:	Growth
Report to:	Digital Marketing Campaign Manager
Job Family:	TBC
Career Family / Job Capsule:	TBC
Key dimensions:	
Purpose of the role:	
<p>This role will involve the execution of digital campaigns and content marketing.</p> <p>OneFamily is increasingly operating in the digital environment and this continues to be a focus for the future. You will support the Digital Marketing Campaign Manager to deliver successful digital campaigns, increasing OneFamily's digital presence that supports sales, engagement and service requirements.</p> <p>You will drive the on-going development and improvements of OneFamily's digital presence, ensuring user journeys are seamless, new technologies are leveraged and conversion is optimised.</p> <p>You will utilise all paid digital channels, including paid search & social, affiliate marketing, programmatic display advertising and other innovative digital channels to drive sales - which will contribute to integrated campaign targets.</p> <p>You will support the customer engagement teams in the delivery of retention and engagement activities that drive lifetime value and brand loyalty. You'll also ensure our online service is delivered in line with business requirements.</p>	



Key accountabilities:

The Digital Marketing Campaign Executive is accountable for campaign marketing across a range of products:

- Assist the Digital Marketing Campaign Manager with the development and execution of paid digital campaigns, SEO and email marketing
- Support the measurement and reporting on performance of all campaigns in support of the business profitability targets to set KPIs
- Monitor and optimise digital campaigns with guidance from the Digital Marketing Campaign Manager making recommendations for improvements where appropriate
- Create reporting that effectively highlights key results on digital campaigns and provides insights on improvements
- Collaborate with cross-functional teams (e.g. marketing, IT etc) to support execution of campaigns through creative development, targeting and production
- Create and manage high quality content for all digital channels ensuring audiences are communicated to effectively and in line with the OneFamily brand
- Customise, target and segment all digital marketing campaigns to relevant audiences
- Ensure all content on the website is optimised by utilising effective SEO

Skills / Experience / Knowledge:

- D2C digital marketing experience delivering acquisition targets to agreed budgets
- Knowledge of Financial Services & Products desirable
- Marketing or Digital qualification
- 3-4 years digital experience
- Knowledge of various paid marketing channels and technologies, including paid search & social, programmatic display, affiliate advertising, video & native ads etc.
- Email marketing, automation and copywriting experience
- Knowledge of HTML and CSS desirable
- Google Analytics & WordPress knowledge
- Strong communication skills, written and verbal
- Analytical and creative mind
- Proactive approach to work, taking the initiative where required

Values

Define who we are as OneFamily. They come from the beliefs we hold, the way we behave and how we want to work together for our customers. For OneFamily this means:

- Better together
- Being your best
- Being innovative
- Champion the customer's needs
- Doing what's right

Our values are unique to our brand. They give us purpose and focus. They are vital in helping us all 'do the right thing'. If we are confident that we are true to our values, then we can be sure that we are doing the best for our customers.



Adaptability	This job description is intended to provide a broad outline of the main responsibilities only. The post holder is required to be flexible in developing their role in agreement with their Line Manager. In addition, they may be required to carry out any other duties deemed appropriate within the role and expertise.
Performance Management	All employees have a responsibility to participate in regular one to ones with their manager and to identify performance standards of the post. As part of the performance management process every employee is responsible for participating in identifying their own training and development needs to meet the requirements of their role.
Health and Safety	Employees must be aware of the responsibilities placed on them under Health and Safety at Work Act 1974, and take reasonable care for the health and safety of themselves and of other people who may be affected by their acts or omissions at work.
Equality and Diversity	The Society is committed to building an environment where the diversity of its employees is valued, respected and seen as an asset to enabling delivery of the best possible service to our customers and colleagues. It is unlawful to discriminate directly or indirectly in recruitment or employment because of any of the nine 'protected characteristics' contained in the Equality Act 2010. These are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. Failure to comply with organisational policies on equality and diversity may result in disciplinary action.
Confidentiality	The unauthorised use or disclosure of customer or other personal information is regarded as gross misconduct and will be subject to disciplinary procedures, and could result in a prosecution for an offence or action for civil damages under the General Data Protection Regulations. (GDPR)

Regulatory

- To comply, at all times, with all regulatory, statutory and legislative requirements so far as they relate to the role
- To abide by the Rules of the Society at all times
- To understand and comply with all Group Governance Policies, as appropriate to the role



Individual Conduct Rules	
Rule 1	You must act with integrity
Rule 2	You must act with due skill, care and diligence.
Rule 3	You must be open and cooperative with the FCA, the PRA and other regulators.
Rule 4	You must pay due regard to the interests of customers and treat them fairly.
Rule 5	You must observe proper standards of market conduct.

Senior Conduct Rules	
SC1	You must take reasonable steps to ensure that the business of the firm for which you are responsible is controlled effectively.
SC2	You must take reasonable steps to ensure that the business of the firm for which you are responsible complies with the relevant requirements and standards of the regulatory system.
SC3	You must take reasonable steps to ensure that any delegation of your responsibilities is to an appropriate person and that you oversee the discharge of the delegated responsibility effectively.
SC4	You must disclose appropriately any information of which the FCA or PRA would reasonably expect notice.
SC5	When exercising your responsibilities, you must pay due regard to the interests of current and potential future policyholders in ensuring the provision by the firm of an appropriate degree of protection for their insured benefits.

Declaration	
I hereby confirm that I have read and understood the content of this Job Description and Person Profile and I accept the content as an accurate description of the role which I am required to perform.	
Job holders full name:	
Job holders signature:	
Date:	



Version Control:

Amendment Summary	Date	Reviewer