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| cid:image003.png@01D2932A.1F9825A0 | | | | | **ROLE PROFILE** | | |
| Marketing Specialist | | |
| **Reports to:** | Marketing Manager | | | | | | |
| **Grade:** | Professional / Technical | | | | | **Job Family:** | Marketing Product & Comms |
| **Leadership Responsibility:** | Direct Reports: | 0 | Indirect Reports: | 0 | | **Regulatory Information:** | Not Applicable |
| **Location:** | Coventry | | Working hours: | | | 35 hours per week, Monday - Friday | |
| **ABOUT THE ROLE** | | | | | | | |
| The story of Coventry Building Society starts in 1884, with our founder, Thomas Daffern. His mission was to help the people of Coventry through straightforward savings accounts and affordable mortgages. By keeping things simple, we remain a safe place for savers and borrowers.  As a mutual, we’re owned by our members, and we consider what’s best for them. We keep our costs low and consistently pay above the market average interest rates. And we’re transparent – we were the first to let people compare savings rates on our own website, and we write in clear language with no jargon.  We’re proud to be a force for good – not only for our members, but for communities, our charities, our people and our planet.  In the role of Marketing Specialist, you will develop marketing plans and deliver activity that supports the departments shared goals. You will use insight and your experience to deliver outcomes that are effective and meet our brand aspirations. You will build strong relationships with many areas of the Society to support cross society collaboration. | | | | | | | |
| **ABOUT YOU** | | | | | | | |
| You’ll have strong and varied experience of marketing.  With an innovative approach you will suggest new ways to add value and improve our internal processes.  You’ll be highly organised and with great attention to detail. You will follow and respect the processes we have in the team.  You’ll be resilient, have a positive can-do attitude, and put the Society and the team first.  When faced with challenges you will look to find suitable solutions to hit deadlines, budget and a positive outcome for all audiences involved.  You’ll have strong communication skills with the ability to engage with, listen and respond to your colleagues to build positive working relationships to ensure effective delivery. | | | | | | | |
| **REQUIREMENTS:** | | | | | | | |
| Educated to degree level, you’ll also strong experience within marketing.  You’ll be experienced at producing effective marketing materials which are of high quality and meet the brief and deadlines set.  You’ll be analytical and with excellent communication skills and the ability to engage with stakeholders and build positive working relations. | | | | | | | |

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| **YOUR KEY RESPONSIBILITIES**. (Additional detailed performance objectives will be set by your manager) | |
| **General Profile** | Through great campaign management you will deliver marketing activity from brief, to delivery and complete with a wash up and campaign reporting where appropriate.  With excellent attention to detail, you will produce high quality marketing materials that meet brand guidelines and deliver against our purpose.  Working closely with colleagues, you’ll demonstrate creativity and innovation to ensure striving for the outcome to be the best it can be.  You will provide full reporting at the end of relevant campaigns which should incorporate insights and recommendations for future briefs.  You’ll support projects within the Society as required which will require collaboration across many different, resource planning and commercial awareness.  You will have a passion for marketing taking an interest in external developments sharing insights and ideas to the wider marketing team. |
| **People & Relationships** | You’ll identify the relevant stakeholders for your work, building strong and reputable relationships, working closely with them to meet the business and marketing needs.  You will share learnings and insight with your peers helping all teams learn and grow.  You will actively share feedback at all levels of the organisation |
| **Governance, Risk & Controls** | You will respect and follow our processes at all times, identifying risks and mitigating where you can.  All materials you produce will be approved on the sign off system.  You will use your project management skills to organise your work, keeping to time and budget and communicating with other departments to effectively deliver your projects. |
| **Impact, Scale & Influence** | You will work well within your own team and with wider departments to achieve great outcomes for the Society.  You’ll feel confident to challenge, and provide honest and constructive feedback on what we do and how we do things. |
| **Decision Making / Problem Solving** | Through good understanding of your brief and collaborative working, you will anticipate and resolve issues within a timely manner.  With effective reporting and data, you should identify opportunities for improvement in future activities. |
| **Comparable Roles** | N/A |