

Job Description



Job Title:	Head of Marketing	
Date & Version	09.12.24	Version: 3.0
Reports to:	Distribution Director	
Direct Reports:	2 Senior Marketing Executives 2 Marketing Executives 1 Graphic Designer	

Job Purpose

To drive the strategic and operational success of the Society through innovative, results-oriented marketing and communication initiatives that directly contribute to delivering good customer and commercial outcomes.

Duties and key responsibilities

Growth Strategy & Leadership

- Develop and deliver an annual marketing strategy to drive measurable business growth, competitive advantage, and enhanced market positioning.
- Partner with Products, Intermediary Mortgages, Direct Mortgages, and Branch Management teams to market the Society's propositions, driving customer acquisition, retention, and revenue growth.
- Represent Marketing on key forums and at external events, championing initiatives that enhance customer engagement and support the Society's growth agenda.

Digital Growth & Engagement

- Own the Society's website strategy, optimising design, content, and user experience to drive lead generation, customer engagement, and online conversion.
- Develop and execute a results-driven digital marketing strategy to enhance brand visibility, increase traffic, and improve online performance.
- Drive the Society's social media and PR strategies to expand brand awareness, deepen audience engagement, and enhance market influence in both B2C and B2B spaces.

Campaigns, Partnerships & Market Presence

- Lead strategic direct marketing initiatives to maximise campaign ROI and align with growth-focused business objectives.
- Oversee sponsorships, partnerships, and event planning to increase visibility, elevate brand reputation, and strengthen key stakeholder relationships.



Duties and key responsibilities

Brand & Communications Excellence

- Lead all marketing and communications efforts, including brand management, compliant content creation, high-performing campaigns, and event execution, to generate tangible business outcomes.
- Define and maintain the Society's tone of voice and brand guidelines, ensuring consistent, impactful messaging across all channels to strengthen market presence.
- Deliver clear, engaging internal communications that align employees with strategic goals and reinforce a high-performance culture.

Commercial Performance & Compliance

- Ensure all marketing activities adhere to relevant regulations, including Consumer Duty and Financial Promotions, while maintaining a sharp focus on commercial impact.
- Establish and monitor key performance metrics to assess marketing effectiveness, identify growth opportunities, and drive continuous improvement.
- Manage the Marketing and Communications budget to maximise ROI, balancing strategic innovation with cost-efficiency.
- Own and optimise marketing processes and procedures to ensure agility, scalability, and responsiveness to market opportunities.

Conduct Obligations

This role has been deemed a Certification function as it is required to perform a Significant Harm Function or other regulatory function ("Regulated Activities") for which the Society is required to certify the role holder with the Regulators as fit and proper.

Conduct Obligations

Conduct Rules

All employees and NEDs are expected to act in accordance with the PRA and FCA Conduct Rules:

- You must act with integrity
- You must act with due skill, care and diligence
- You must be open and co-operative with the FCA, the PRA and other regulators
- You must pay due regard to the interests of customers and treat them fairly
- You must observe proper standards of market conduct
- You must act to deliver good outcomes for retail customers

Financial Crime

All employees and NEDs are expected to:

- Be aware of their personal legal obligations and the legal obligations of the Society in relation to Financial Crime
- Be aware of the Society's Anti-Money Laundering systems and controls and follow the Society's procedures
- Be alert for anything suspicious in respect of money laundering or fraud and report any suspicions in line with internal procedures
- Do not discuss any suspicions with anyone outside of the Society and do not 'tip off' a customer or prejudice an investigation

Person Specification

Qualifications and knowledge	<ul style="list-style-type: none"> • A relevant Marketing qualification is desirable, though a proven track record to do the job is more important. • Knowledge and understanding of the requirements to comply with the appropriate regulatory requirements is essential.
Experience	<ul style="list-style-type: none"> • Have worked in a senior role in the marketing/communications department of a reputable financial services organisation. • Demonstrable track record of delivering growth. • Demonstrable record of delivering B2C and B2B communications focused on mortgages and retail savings. • Excellent knowledge of digital marketing tools and techniques. • Track record of innovation and thinking outside of the box. • Demonstrable product marketing experience and ability to collaborate with product development teams to understand, position, and promote financial products.
Skills	<ul style="list-style-type: none"> • Exemplary communication skills which can be evidenced. • Use of PPC/SEO/use of aggregators to drive growth. • Engaging leader of people with a proven ability to stimulate and motivate your own team and others. • Ability to plan workloads and resources. • Ability to prioritise opportunities, challenges and tasks to achieve successful outcomes. • Attention to detail. • First-class stakeholder management with confidence and credibility to deal with colleagues at all levels of the Society. • Proficient in Office365 suite of products. • Experience in the use of Google Analytics, Hootsuite, Meltwater and Business Manager is desirable.
Other requirements	<ul style="list-style-type: none"> • Dynamic and creative high performer. • Be curious and challenge the norm. • Customer centric approach. • Flexible and proactive while demanding high standards of yourself and others.

