

**We're looking for a****Digital Marketing Manager****Who we are**

Just minutes from the Silicon Roundabout and a champion of SME growth and development, Simply Business is recognised as 2015 and 2016 winning number 1 Best Company to Work For in UK through The Sunday Times.

We are also the UK's largest business insurance provider, with over 370,000 customers and focusing on the SME and start-up markets. A challenger to the insurance industry norm, we prioritise the digital experience our products and services provide, as well as an internal culture built around innovation, discussion and an Agile working model. And by 'Agile', we mean an unswervingly efficient, reflective approach. On any given day in the office, you'll find cross-functional teams working on exciting projects, releasing new products quickly to disrupt and revolutionise the marketplace.

Far from fulfilling a musty insurance stereotype, we've created a colourful, collaborative working environment. In our head office in central London, you will find a casual dress code, flexible working hours, and an open-plan office where our CEO works right beside everyone else.

Unlike other companies you will not be a tiny cog in a corporate machine, but a key part of the business and instrumental in its growth. Because we believe that people work more productively and imaginatively when they are free from rigid hierarchy and structures, we keep our start-up roots and entrepreneurialism at our heart. We aim give our people the freedom and support to pursue what really motivates and excites them.

**What you will be doing**

Customer advocacy has become critical to business success. At Simply Business, we pride ourselves on having customer advocacy way above industry benchmarks and we want to capitalise and continue to build from this performance.

As a digital marketing manager, you will be responsible for managing Alternative Marketing Channels, including the Refer a Friend program and also for continuing to drive customer advocacy through the management of the Simply Business Reward Club. You will also contribute to activity via other channels to continue to drive the ambitions of the marketing team. Specific responsibilities include:



**Deliver the Refer a Friend strategy**

- Set up the vision, strategy and budget for the RAF program, including competitor and similar initiative analysis
- Lead the media planning process to deliver this vision
- Work with the customer teams to ensure all activity reflects best practice for customers and takes into account customer feedback
- Work with specific channel managers to deliver on this vision. For example, RLSA via PPC, email, text etc
- Implement relevant activity, working closely with the creative team to deliver engaging and successful campaigns
- Be the ambassador for the Refer a Friend scheme and have responsibility for driving consistent growth
- Work with the technology and product teams to set up the key technology requirements to deliver such strategy
- Evaluate campaigns, providing regular sales and campaign performance reporting to internal stakeholders
- Brief progress and plans to the wider business

**Drive marketing improvements via the continued test of merchandising propositions such as the Simply Business Reward Club**

- Set up the vision, strategy and budget for the Simply Business Reward Club
- Work with the product, insight and marketing teams and loyalty agency to set up a customer-centric and compelling proposition
- Lead requirements development for required technology to test the concept and implement
- Work closely with the creative team to deliver an on-brand scheme
- Evaluate results and communicate progress to wider business
- Lead future-planning, building on the success of the reward club to create new, value-adding initiatives
- Ensure best practice
- Brief progress and plans to the wider business

**Support the marketing team with additional channels to continue to drive the marketing vision**

- Work with channel managers and the brand team to support activity to ensure ambitious targets are met
- Collaborate with ideas and delivering campaigns across a range of channels

**Keep the customer at the heart of marketing**

- Use our segmentation, user personas, customer journey, online behaviour and research to understand our market and prospect-to-customer behaviour
- Working along side the Customer Insight team, measure customer happiness at every step in the customer journey through Net Promoter Score, Customer Effort and Customer Satisfaction

**Skills we need**

- Expertise in implementing data driven marketing initiatives
- A commercial person. You understand how businesses operate and pride yourself on delivering results.
- A strong advocate of customers. You start with the customer's needs before deciding on channel mix and positioning.
- A people person. You know how to communicate, motivate and inspire many cross-functional teams, particularly technology and marketing.
- Stakeholder management. You'll have a good grip on the key stakeholders, and keeping them firmly up to date
- Highly analytical. You know which metrics to focus on and will drive performance improvements to these metrics
- Flexible, positive and tenacious with a focus on delivery
- Ready to work in a dynamic and open environment alongside talented people who take pride on delivering great results
- A planner. You'll be comfortable creating and walking teams through a clear, achievable work back plan for each of your projects

**Skills that would be nice**

- Experience or interest in insurance or financial services
- Interest or experience working in (or with) small businesses
- Experience in using CRM systems, in particular SFMC
- Working in cross-functional team environments with an appreciation and empathy of working with technical people

- Experience building Refer a Friend programmes in other organisations
- Experience writing SQLs
- Advanced experience of CRM tools
- Experience using A/B testing tools and CRM systems
- Experience working within an Agile environment

#### What we can offer

Competitive Salary and an excellent Benefits Package (including private health insurance, life assurance and season ticket loan)

#### Where we are

London or Northampton