



Shepherds Friendly is a modern mutual society, offering a variety of adult and children's financial products and services such as ISAs, savings plans, life insurance and income protection. Located in south Manchester in the heart of Cheadle village, the Society has been providing financial security to members for almost 200 years.

Guided by our values of working together, doing the right thing, and making a difference, we are committed to delivering a service which helps our members plan their finances and secure their family's future. In a world of financial complexity, we believe in the power of simplicity.

We are currently recruiting for a Performance Marketing Lead (Maternity Cover Contract) within the Marketing department in the to join our team of talented individuals.

In this role you will be responsible for:

- Delivering effective, efficient and profitable investment product marketing campaigns across paid media channels. These channels include PPC, display advertising, and paid social media.
- Managing the planning & implementation of other paid media campaigns, such as inserts, print ads and Direct Mail campaigns.
- Ensuring that the annual budget is proposed in a way that ensures sales targets are achieved in the most cost-effective way possible.
- Developing an annual budget for PPC, Paid Social Media and Display advertising, that aligns with the Society's sales targets within the investment product vertical.
- Monitoring budget expenditure and make necessary adjustments to media purchasing where required.
- Optimising the Society's PPC accounts across search & display, to grow the channel's impact on sales performance, and the performance of the paid social media accounts.
- Where appropriate, co-ordinating the implementation and reporting of print campaigns, including inserts and Direct Mail campaigns.
- Collaborating with design agency to brief and produce PPC landing pages and testing variants.
- Driving lead generation and full-funnel performance marketing across paid channels, continuously optimising campaigns to improve lead quality, volume, and ROI.
- Analysing data from across a range of campaigns & marketing platforms to look for areas of improvement
- Working closely with the Senior Marketing Manager to ensure that marketing activities are in line with the annual marketing plan
- Ensuring that all marketing materials produced are done so in line with industry regulations and the Society's approach to treating customers fairly
- Identifying any material risks that occur in the marketing function. These should be entered onto the Risk Database and appropriately monitored and reviewed
- Being aware of and comply with office health and safety procedures.
- Assisting with the implementation of corporate culture initiatives.

We are looking for someone who has:

- 3-4 years' experience in a performance marketing role
- Experience of managing PPC accounts, notably Google Ads and Bing Ads, is essential
- Experience of managing paid social media account, is essential

- Experience of working with Google Analytics is preferable
- Excellent communication and organisation skills
- Able to maintain relationships with colleagues at all levels across the business
- Willingness to learn & develop as an individual
- Ability to work effectively as part of a team.
- Computer literate – proficient in Microsoft Office programmes, such as Word and Excel.

Most importantly, we offer:

- Salary: Competitive
- Company Pension Scheme – 8% employer contribution
- Flexible working hours with the option to work from home.
- 25 days annual leave plus bank holidays
- An extra day off for your birthday
- Access to wellbeing support services through Nuffield Health and Health Assured including access to 24/7 online GP, discounted gym membership, mental health support, free eye tests and flu vaccinations.
- Company benefits including life insurance, healthcare cash plan, four paid well-being days, and various social and charitable events throughout the year including a volunteering day at a charity of your choice.
- Optional benefits including cycle to work scheme, holiday trading, etc.
- 4pm finish on Friday!

If you think this role would be a great fit for you, please submit your CV and cover letter now to careers@shepherdsfriendly.co.uk For further information, please contact 0800526249.

Diversity and Inclusion

The Society strives to build and nurture an inclusive culture that encourages, supports and celebrates the diverse voices of our people to connect with our members and the communities we serve. We offer a range of family friendly, inclusive employment policies and practices, flexible working arrangements, employee engagement initiatives and office facilities and services to support people from different backgrounds.