



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 Senior Digital Marketing Executive (Maternity Cover Contract) within the Marketing department in the to join our team of talented individuals.

In this role you will be responsible for:

- Leading the CRM sprint process, playing a key role in the planning and execution of activity within the CRM function.
- Driving the implementation and development of member feedback and reviews management, so that member sentiment and experience pain points can be identified and alleviated.
- The delivery of the CRM sprint, playing a leading role in the planning, implementation and review of CRM activity for the Society's investment-based products.
- Reviewing and optimising all communications within the customer journey, ensuring a smooth process for members at each touchpoint.
- Supporting the Society in the execution of strategic projects - scoping and completing any work required which might impact the CRM function.
- Maintaining and reporting on the Society's 'Member Voice' programme, using Survey Monkey to build and distribute surveys aimed at collecting feedback from members.
- Designing and implementing regular CRM testing activity through Marketing Cloud, working closely with Content Executives to determine a wide range of testing opportunities.
- Supporting the Salesforce Administrator with any technical queries related to the Salesforce or Marketing Cloud platforms.
- Acting as the expert and point of contact for the CRM function within the Marketing team.
- Researching and implementation of new lead generation opportunities.
- Carrying out market research and monitor competitor activity.

We are looking for someone who has:

- A minimum of three years' work experience in a similar marketing or communications role.
- Proven experience using email service providers and CRMs such as Marketing Cloud and social media distribution platforms.
- Experience with customer survey platforms such as Survey Monkey is desirable.
- Excellent analytical skills with a knowledge of Google Analytics as well as other marketing analytic platforms.
- Creative flair and excellent organisational skills.
- Able to prioritise your workload, work under pressure and manage multiple projects across the marketing spectrum.
- Excellent copywriting, editing and presentation skills.
- Detailed knowledge and understanding of social media.
- Knowledge of computer applications is essential, including Microsoft Office & Excel.

- Some experience of running email campaigns and converting copy to HTML and other online formats would be beneficial but it is not essential.
- An understanding and some experience of WordPress would be beneficial but it's not essential.
- Strong communication skills and ability to build positive relationships.

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, Equality 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.