



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 Marketing Executive (B2B Insurance) within the Marketing department in the to join our team of talented individuals.

**Purpose of the role:**

- To ensure that the Society's B2B insurance marketing strategy, targeted towards insurance adviser/intermediary market, is achieved. By working with different teams within the organisation, this role will therefore help the Society to achieve its goals related to building a positive reputation in the insurance intermediary market and provide best in class adviser experiences throughout the entire journey.

**In this role you will be responsible for:**

- Working with a range of different departments within the Society, including business development, innovations and claims/underwriting, to gain a thorough understanding of the Society's insurance proposition.
- The development of the intermediary adviser communications journey, from initial onboarding phase to regular communications
- Managing the bi-weekly sprint with the business development team, ensuring tickets are prioritised effectively
- Running paid advertising campaigns across social media & third-party partners, with primary aim of raising awareness of the Society & its insurance products
- The management of marketing activity with Network partners
- Working closely with content team to create engaging content to help advisers communicate the Society's product offering effectively
- The analysis of insurance marketing campaigns to ensure the campaigns are working effectively & efficiently
- The commitment to research around the wider insurance market & the different stakeholders within it, for both the Society and the market as a whole
- Being aware of and comply with office health and safety procedures.
- Carrying out other such duties and responsibilities as required by your line manager or assigned to you by the Society from time to time.

**We are looking for someone who has:**

- A minimum of 2 years' experience working in a marketing team, ideally in financial services/insurance
  - Experience in working with sales teams would be an advantage
  - High level of attention to detail & initiative to manage own workload
  - Appetite to develop analytical and strategic mindset

**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](mailto: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.