



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 (B2C Insurance) within the Marketing department in the to join our team of talented individuals.

Purpose of the role:

- To drive growth and new business sales of the Society's insurance products, and the retention of existing members.

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
- For the day-to-day operation of the Society's PPC & Meta insurance paid media campaigns, to raise awareness and increase conversions
- For the day-to-day operation of the Society's CRM insurance campaigns, to engage with existing members and increase conversions
- For the operation of the Society's Direct Mail insurance campaign, including ongoing reporting, testing and improvements
- Working closely with content team to create engaging content to help 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 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.