ERS Marketing Manager



JOB TITLE: Marketing Manager

GRADE: 3

REPORTING TO: Marketing Director

LOCATION: London

# **ABOUT US:**

ERS is the UK's largest specialist motor insurer with an A+ rating. We recognise that for some, motor insurance is more than just a must-have; it's a way of taking care of what stands at the heart of their passion or livelihood. For those people, standard insurance isn't enough. That's why we work exclusively with motor insurance brokers to help get under the skin of the most difficult insurance risks, helping build products to meet their customer’s needs.

**THE ROLE:**

We’re expanding the marketing team to drive greater growth in our specialist business areas. The Marketing Manager will work alongside their counterparts in the product and sales team, using the full marketing mix to cost-effectively create sustainable demand for ERS’ products amongst the target audience.

**KEY RESPONSIBILITIES:**

* Over-arching goals are to:
  + Drive the reputation for your products amongst the target audience
  + Increase quote volume for your products
  + Widen depth of use and breadth of distribution for your products
  + Retain existing business
* Understand the audience’s pain points and needs
* Own the value proposition, positioning and messaging for your products - be the single voice of truth for communications and messaging
* Develop your product’s Marketing Strategy
* Build, develop and manage the lifecycle of the external marketing plan and communication schedule
* Use the full marketing mix to create stand-out, engaging content through email, events, partner marketing, influencer marketing, organic and paid digital advertising, lead-gen campaigns, social media, PR and blogs
* Run digitally-led, integrated marketing campaigns end-to-end, including content development
* Deliver sustainable demand and qualified sales leads to Business Development counterparts.
* Lead and develop existing partnerships
* Work alongside broker partners to showcase ERS’ value and differentiation
* Work with Head of Planning to appropriately schedule campaigns activity to ensure delivery of the right message, to the right customer, at the right time and in the right place.
* Create relationships with industry and consumer media titles where appropriate
* Test, learn and optimise campaigns to drive effectiveness
* Build out marketing automation for your products
* Capture and report learnings - build best practice

**KEY DESIRABLE ATTRIBUTES:**

* Experience in a marketing communications, go-to-market campaign or acquisition role
* Proven experience in lead-generation / lead nurture
* Strong digital marketing experience
* Previous experience of building marketing automation strategies and executing strategies
* Meticulous organisational and planning skills
* Happy to be hands-on, with a can-do attitude
* Clear understanding of how to develop differentiated value propositions, positioning and messaging in a crowded market
* Demonstrable experience of delivering stand-out marketing integrated campaigns
* Strong commercial awareness
* A strong understanding of different multi-channel marketing capabilities and how they work in tandem including; search, display, social, PR etc
* Track record in achieving business KPI’s directly resulting from marketing activation
* Excellent written, oral and presentation skills
* Ability to move fast and react to the business’ needs
* Detailed knowledge of current digital marketing trends and best practice
* Self-motivation and proactivity

**KEY PERSONAL DESIRABLES:**

* Customer focused
* Innovative
* Collaborative
* Self-starter – don’t wait to be asked
* Strong influencing skills
* Accepts feedback with positive intent
* Experience in insurance industry is not essential