



Marketing Partnerships Manager

Role

The role of the Marketing Partnerships Manager is to lead and deliver effective insight driven marketing plans & campaigns with appropriate customer propositions across all products.

Working with the Head of Marketing this role will manage and develop best-in-class marketing activity to support the delivery of Endsleigh's growth plans and commercial targets to position Endsleigh as the leading insurance expert for the education sector.

Marketing Partnerships Manager key accountabilities will include:

- Responsible for developing and delivering an effective and efficient, insight led annual programme of marketing activity and campaigns to deliver growth across all products by increasing awareness and consideration amongst target audiences
- Create a marketing plan to ensure acquisition and growth plans utilising innovative performance and partnership marketing methods
- Maximise optimisation and value of our exclusive market access to reach students, increase Endsleigh Brand awareness and consideration
- Ensure the Endsleigh brand and tone of voice is consistent across all channels
- Lead on the activity to ensure a smart standardisation approach to partnership marketing and collateral.
- Leveraging Endsleigh position as the insurance expert for the education communication, create a comprehensive marketing campaign strategy to drive targeted enquires and leads across all our marketing partnerships and unique access points
- Work collaboratively with product commercial owners to provide marketing expertise and best practice to guide and influence product marketing strategies
- Reach outside the organisation to inject a new way of thinking, acting and engaging with customers to drive differentiation and customer preference within core target segments.
- Accountability for the overall marketing partnership budget and allocation of marketing resources
- Develop a high-performing marketing team, setting clear objectives and personal development plans aligned to company strategy and goals.

Person

We are looking for a Marketing Partnerships Manager with proven ownership of fully integrated marketing strategies across multi-channel campaigns, events and content marketing.

The Marketing Partnerships Manager will also demonstrate marketing knowledge and understanding of best practice across all customer channels, as well as a high level of customer focus and understanding of customer needs

The Marketing Partnerships Manager will also have the following;

- Experience leading marketing Executives
- Proven experience of delivering and measuring ambitious Performance Marketing KPI's
- Thorough understanding of commercially and customer driven digital and multi-channel distribution best practice
- Excellent relationship skills - able to operate effectively at all levels of the organisation and with external suppliers and partners.
- Excellent people & resource management skills including building, leading and motivating high performing teams.
- Can do, entrepreneurial spirit and opportunity led problem solving capability.
- Excellent track record of building positive relationships at all levels.
- High level presentation, negotiation and influencing skills
- Ability to lead change

Reward

This is a great opportunity to be part of a transforming growth business and you will be rewarded by a competitive salary & rewards package and being part of a highly engaged & social business culture. The benefits package includes;

- A defined contribution pension scheme.
- 25 days holiday, plus bank holidays, with ability to buy additional holidays.
- Birthday holiday day
- Life Insurance
- Access to a number of voluntary benefits including critical illness and dental insurance
- Free onsite facilities including gym & other sporting facilities, parking and free fruit & healthy snacks.