

JOB DESCRIPTION

Role:	Head of Sales and Marketing
Department:	Commercial
Reports to:	Director of Customer Operations
Senior Management Functions:	Nil
Prescribed Responsibilities:	Nil
Business Activities:	Nil
Member of:	Pricing & Product Committee
Attendee at:	Credit Committee
Direct Reports:	Marketing Manager, Product Manager, Mortgage Sales Manager
Location:	Head Office
Effective Date:	December 2020

Job Purpose:

To head up the Society's sales, marketing and product functions and be responsible for achieving the mortgage and savings growth targets as well as leading on the development of the Society's brand and customer engagement.

Principal Duties:

- Strategic development of the mortgage distribution panel, which is aligned to the Society's growth objectives (volume, mix and yield) and target customer base
- Oversight of the day to day management of the Business Development Team ensuring excellent relationships are built and maintained with existing and new brokers
- Identify, lead and deliver the marketing priorities and vision both regionally via our retail branch network and nationally via our mortgage intermediaries.
- Oversight of the day to day management of the Marketing function to ensure marketing activity enhances the Society's brand, customer (B2B and B2C) engagement and drives growth.
- Ensure robust return on investment in marketing, PR and business development activity.
- To work in collaboration with the servicing teams to promote the brand and sales of the Society's mortgage and savings products via multiple sales and marketing channels
- Define the service standards required to build a best in class service reputation with intermediaries and members
- Build and present MI, including B2C customer insights (through analysis of customer demographics, product holding/utilisation, catchment analysis, product analysis) and intermediary insights through analysis of intermediary behaviour and engagement.
- Based on the Society's strategic objectives and customer insight, lead the Product team to ensure delivery of mortgage and savings products that deliver the required growth, diversification and margin.
- Project manage developments within the Sales, Marketing and Product functions.
- Attend and present at Committee meetings as necessary.
- Recruitment, coaching, training and nurturing of talent, including objective setting and performance management.

- Effective liaison and management of Audits and subsequent actions.
- Adhere with all audit and compliance requirements and Society Policy and Procedure.
- Oversight of marketing contracts with service providers
- Actively promote the Society brand through networking and media engagement

Society Brand:

- 'Live' the Society brand and communication strategy (internally and externally);
- Assist the Society in its promotion of independent mutuality.

Other Responsibilities

- Ensure all activities meet and integrate with organisational requirements for quality management, health and safety, legal stipulations, environmental policies and general duty of care;
- Protect the culture and standards of the Society in respect of its dealing with staff, members and external relationships.

Regulatory/Statutory Responsibilities:

- Support the Society in ensuring adherence to all appropriate external regulations and legislation e.g. Building Societies Act, PRA Rulebook and FCA Handbook;
- Support the Society in ensuring all governance activities comply with agreed Society policies and procedures, including Risk Management; Fraud; Money Laundering; Data Protection; Information Security; Health & Safety and Business Continuity Management (BCP)
- Work with the PRA/FCA in an open and co-operative way, and disclose to the regulator appropriately anything relating to the Society of which either the PRA/FCA would reasonably expect notice;
- Knowledge, understanding and adherence to the regulations relating to anti-money laundering, financial crime and anti-bribery and corruption.
- Ensure compliance with relevant legislation and regulation, in particular MCOBS, PRA Sourcebook, Financial Promotions, TCF and Vulnerable Customers.
- At all times comply with the FCA's Conduct Rules.

Competencies*		
Knowledge	Skills	Behaviours
Planning, organisation & efficiency	Leadership and Development	Adaptability & Flexibility
System and organisational knowledge	Attention to detail	Continuous improvement
Assertiveness and challenge	Customer focus	Teamwork
Influence and persuade	Problem solving	Communication skills
Compliance/regulation	Analytical thinking	Initiative and pro-activeness
Decision making	Managing people	Accountability
Risk management		

*Full details of competency expectations can be found in your specific role competency framework

Qualifications, Skills and Experience

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Factors	Essential	Desirable

Qualification	<ul style="list-style-type: none"> Evidence of continuing professional development 	<ul style="list-style-type: none"> Degree/Diploma in Marketing via the CIM. CeMAP qualified or above
Skills	<ul style="list-style-type: none"> Proven track record of success in a senior sales and marketing role End-to-end product development, marketing and sales Digital and online marketing Strategic intermediary panel development 	
Abilities	<ul style="list-style-type: none"> Relationship-building Excellent verbal and written communication skills Presentation skills Numeracy skills 	
Knowledge, Experience and Proven ability	<ul style="list-style-type: none"> Must have a Mortgage lending background, ideally with experience of the full mortgage lending lifecycle. Marketing generalist experience including assessment of channels, audience and spend Experience of designing mortgage and savings products 	<ul style="list-style-type: none"> Experience of working in Financial services marketing Experience of working in a regulated environment

Agreement

Employee signature: _____ Date: _____

This job description describes the principle purposes and main elements of the job. It is a guide to the nature and main duties of the job as they exist currently, but it is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment. The Society reserves the right to vary or amend the duties and responsibilities at any time according to the needs of the business.