



Junior Marketing Executive

Department:	Marketing
Reports to:	Emily Acourt – Marketing Manager
Job Family:	
Career Family / Job Capsule:	
Key dimensions:	C205
Direct Reports	N/A
Committee/Board membership(s)	
Approved Senior Manager Function(s), Prescribed or Other Overall Responsibilities and/or any Certification Function(s)	Please tick one of the following: - Standard role <input checked="" type="checkbox"/>

Purpose of the role:

We’re looking for an organised and motivated individual to support the busy OneFamily marketing team, primarily working on the Beagle Street brand. Providing support across a variety of internal processes, campaigns and channels, the role offers exposure and insight into the marketing team and its delivery of both positive customer outcomes, and the business’ commercial goals.

Key accountabilities:

- Support the Marketing Manager and marketing team across a variety of campaigns and channels to contribute to business goals



- Manage the affiliate marketing channel including strategic tenancy planning, cashback validation and fulfilment
- Be responsible for fulfilment of customer incentives including monitoring and reordering of stock
- Support the financial management of the team by monitoring forecasts, updating budgets, raising POs, and helping to resolve invoicing queries if required
- Ensure the accuracy of marketing plans, data and reporting; liaising with internal and external teams to identify and resolve any issues
- Manage content and collateral, working with compliance and legal to ensure we are fully compliant with FCA requirements
- Ensure all new suppliers and contracts are catalogued internally to assist with legal and financial processes
- Work with our customer service team to ensure we're delivering positive outcomes for our customers
- Populate weekly and monthly performance updates for internal business reviews
- Update internal trackers to reflect future marketing spends and campaign activity
- Audit live marketing activity and quickly resolve any issues or inaccuracies as required
- Analyse and monitor changes in competitor activity, providing updates to the team
- Monitor and reorder marketing assets, ensuring stock levels are fit for purpose
- Admin and mailbox support, supporting the marketing team with ad-hoc tasks and enquiries

Skills / Experience / Knowledge:

- Excellent organisational and time management skills, able to work across multiple tasks and prioritise accordingly
- Proactive and able to take ownership of a task or project
- Bachelor's degree or qualification in Marketing or Business would be preferable
- Strong numerical / analytical ability
- Strong verbal & written communication skills, able to simply convey complex information
- Ambitious and motivated, with a passion for marketing and gaining exposure across a variety of marketing activities
- Fantastic attention to detail, able to deliver tasks accurately and prevent any errors or inaccuracies from occurring
- A friendly and approachable team player
- Can do attitude with a desire to help others through a hands-on approach



Values	<p>Define who we are as OneFamily. They come from the beliefs we hold, the way we behave and how we want to work together for our customers. For OneFamily this means:</p> <ul style="list-style-type: none"> • Principled • Courageous • Effective <p>Our values are unique to our brand. They give us purpose and focus. They are vital in helping us all 'do the right thing'. If we are confident that we are true to our values, then we can be sure that we are doing the best for our customers.</p>
Adaptability	This job description is intended to provide a broad outline of the main responsibilities only. The post holder is required to be flexible in developing their role in agreement with their Line Manager. In addition, they may be required to carry out any other duties deemed appropriate within the role and expertise.
Performance Management	All employees have a responsibility to participate in regular one to ones with their manager and to identify performance standards of the post. As part of the performance management process every employee is responsible for participating in identifying their own training and development needs to meet the requirements of their role.
Health and Safety	Employees must be aware of the responsibilities placed on them under Health and Safety at Work Act 1974 and take reasonable care for the health and safety of themselves and of other people who may be affected by their acts or omissions at work.
Equality and Diversity	The Society is committed to building an environment where the diversity of its employees is valued, respected and seen as an asset to enabling delivery of the best possible service to our customers and colleagues. It is unlawful to discriminate directly or indirectly in recruitment or employment because of any of the nine 'protected characteristics' contained in the Equality Act 2010. These are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. Failure to comply with organisational policies on equality and diversity may result in disciplinary action.
Confidentiality	The unauthorised use or disclosure of customer or other personal information is regarded as gross misconduct and will be subject to disciplinary procedures, and could result in a prosecution for an offence or action for civil damages under the General Data Protection Regulations. (GDPR).



Regulatory

- To comply, at all times, with all regulatory, statutory and legislative requirements so far as they relate to the role
- To abide by the Rules of the Society at all times
- To understand and comply with all Group Governance Policies, as appropriate to the role
- To deliver all apportioned accountabilities and responsibilities

Individual Conduct Rules

Rule 1	You must act with integrity
Rule 2	You must act with due skill, care and diligence.
Rule 3	You must be open and cooperative with the FCA, the PRA and other regulators.
Rule 4	You must pay due regard to the interests of customers and treat them fairly.
Rule 5	You must observe proper standards of market conduct.
Rule 6	You must act to deliver good outcomes for retail customers.

Senior Conduct Rules: Applicable to Senior Management Function(s) roles only

SC1	You must take reasonable steps to ensure that the business of the firm for which you are responsible is controlled effectively
SC2	You must take reasonable steps to ensure that the business of the <i>firm</i> for which you are responsible complies with the relevant requirements and standards of the regulatory system.
SC3	You must take reasonable steps to ensure that any delegation of your responsibilities is to an appropriate person and that you oversee the discharge of the delegated responsibility effectively.
SC4	You must disclose appropriately any information of which the <i>FCA</i> or <i>PRA</i> would reasonably expect notice.

Declaration

I confirm I have read and understood the content of this Job Description and I accept the content as an accurate description of the role I am required to perform.

Job holders full name:



Job holders signature:	
Date:	

Version Control:

Amendment Summary	Date	Reviewer
Updated to be aligned with the requirements under SMCR.	24 October 2019	Lawrence Quirk
Updated to accommodate solo regulated SMCR requirements	16 December 2019	Julie Cogger
Updated to include new Rule 6 Conduct Rule.	9 Feb 2023	Lawrence Quirk
Updated to amalgamate the standard, CF & SMF job description template and new values	3 April 2024	Heather Duckett