

Job Description

Job Title: Mortgage Division Product & Marketing Manager

Reports to: Head of Marketing Services – Mortgage Division

Department: SimplyBiz Mortgages

The role:

To offer key support to the Head of Marketing Services with the day to day running of the Marketing and Events programme of the Mortgage Division. This includes Simplybiz Mortgage Club, FIBA, Consumer Credit Centre and Gateway Surveyors. Understand, maintain and identify branding opportunities through marketing and events. The role will involve collaborating with external marketing teams and Corporate Account Managers to ensure all deadlines and targets achieved. Assist the Head of Marketing Services in developing and delivering effective strategic marketing plans throughout the year. Work closely with internal Marketing, Digital and Event teams, to ensure all processes and documents are completed and submitted within the agreed timescales for a timely delivery. Effectively troubleshoot any challenges that may arise within the department.

Proficiently organise and complete specific project work. Competently organise and facilitate event campaigns and marketing, host events and webinars when required. Work effectively with the Head of Marketing Services to manage, review, audit and efficiently deliver all partner marketing contracts, ensuring all invoicing has taken place. Work closely with the Lender Account Managers to ensure all payments are received and accounts are balanced in a timely manner with finance. Identify new potential concepts and income streams.

Build effective working relationships with internal and external teams to ensure deadlines, new ideas and proposals are collaboratively achieved, and ensuring constructive feedback is both welcomed and embraced. Facilitate regular review meetings with external and internal marketing teams to ensure relationships remain positive, motivated, open for development and future growth, embrace change with a mutual understanding of each other's roles and businesses.

Key Competencies for the role:

Competency title	Brief description
Communication skills	Internal and external written, telephone and face to face communication to Key Partners, members and internal departments
Customer service	Both internal and external. Rapport building, Listening and interpretation, fact finding, understanding needs and negotiation. Maintains positive internal and external relationships, with the ability to find creative and innovative solutions.
Time and self management	Organisation and prioritisation, working to multiple deadlines, taking ownership and accountability for own area
Understanding of the organisation	Understanding of the group vision. Understanding the SimplyBiz group and all the business within it. Competitor and industry

	awareness, with the ability to spot opportunities in the market to benefit our competitive position.
IT Skills	CRM, intermediate word, advanced excel and PowerPoint
Problem Solving.	Research, investigation and decision making
Project Management	Ability to work with third parties to discuss and agree project scope, deliverables and timelines. Able to provide internal briefings on project requirements at all levels and then facilitate and manage the implementation and delivery of the project. Understand testing structures for the delivery of key go live requirements
Change Management	Recognise the need for change and the impacts of change to both the individual and the team. Be able to communicate the requirements for change and maintain ongoing communications on implementation and delivery. Be able to work with staff to understand their concerns and issues and recognise and implement relevant and appropriate support

Key Responsibilities:

- Support the Head of Marketing Services, on a day to day basis and deputise for them in their absence.
- Build effective management relationships both internally and externally.
- Collate and manage trend analysis and data reports using the internal database management system. Produce reports for sign off and distribute to the required Heads of Business and the CEO.
- Manage & audit the internal invoice process and system, working closely with the Lender Account Managers.
- Work collaboratively with the finance team to ensure the marketing, events, competition invoices and payments are dealt with on time, ensure outstanding payments are chased effectively.
- Support the Head of Mortgage Division with marketing plans, timelines and audits.
- Manage and co-ordinate marketing copy deadlines, and schedules within the team.
- Support and manage the collation of marketing data both internally and externally.
- Work effectively with other team managers and external partners to identify new marketing ideas, opportunities, articles, and concepts.
- Host conference calls, Webinars and Events when required.
- Diarise and carry out marketing reviews with key partners, identifying new options additional marketing spends.
- Undertake and complete specified project work when needed.

Person specification:

- Self-Motivated
- Effective team player
- Organised
- Productive
- Effective management skills
- Confident

- Disciplined
- Customer focused
- Diverse and Advanced Communication skills
- Creative and Innovative
- Solutionist
- Positively able to influence others

Experience and qualifications:

- Experience in the Mortgage or Finance Industry
- Experience in the Intermediary sector.
- Experience in working in a successful Marketing Team
- Qualification in Marketing and Management
- Advanced Excel skills
- Advanced Power Point skills
- Efficient IT skills
- Competent in objection handling
- Moderate Compliance knowledge within the Mortgage and Finance Industry.
- Experience of working with Senior Management Teams
- Experience of project management