

Direct Marketing Manager



Purpose

As the owner of TSB's direct, marketing automation and personalisation capabilities, you will work closely with the wider Digital, Brand, Data and Analytics teams to develop and implement direct marketing strategies, along with delivering the Bank's customer communication requirements.

You will use our marketing automation and personalisation platforms to improve and enhance customer lifetime value and bring our purpose of unparalleled customer care to life across our digital touchpoints.

Role dimensions

- **Reports to:** Senior Manager – Digital Channels
- **Department:** Product and Marketing
- **Direct Reports:** Nil
- **Financial Authority:** Nil

Person specifications

- 5 years' experience developing and implementing Direct Marketing and Personalisation strategies.
- Strong background in customer acquisition, re-engagement and retention strategies.
- Strong stakeholder management skills
- Proven analytical skills

Role specific areas of responsibility

- Designing and building key customer journeys across all digital touchpoints based on customer lifecycle
- Lead and deliver the direct customer communication elements across several key projects
- Working with the wider digital team and stakeholders to ensure traffic to the website is delivered and exceptional experience and drives funnel conversion.
- Identifying opportunities to automate and personalise key elements of our customer journeys
- Working with the Data and Analytics team to maximise use of customer data to improve CX
- The generation and execution of all direct comms to our highly valued customer base
- Measure and report on the performance of all digital marketing campaigns, and assess performance against goals (ROI and KPIs)
- Overseeing 'test and learn' strategy and regularly reporting back to key stakeholders on performance

From time to time there may be additional activity not contained within this position description that the appointee is to complete in the interests of the appointment and their own personal development.

This position description provides a broad overview of responsibilities. The position description is a living document and the Bank reserves the right to amend from time to time as required.