

Senior Brand & Customer Experience Manager – Job Profile (Membership, Brand & Marketing)

- **Purpose:** Leading the Society's brand proposition across Food, Funeral and Membership. Representing the voice of Members and customers to develop the overarching brand strategy and owning the Society's brand guidelines. Championing the Member and Customer experience, delivering excellent customer service through an effective contact strategy and maintaining the Society's reputation when dealing with escalating complaints. Delivering effective marketing campaigns to deliver excellent in-store experience to drive footfall, increased basket spend and drive loyalty through to Membership.
- **Reporting To:** Head of Membership Brand & Marketing
- **Essential skills and experience:** Market research, research methodologies, excellent verbal and written communication, team management, presentation skills. Proven experience with above and below the line marketing, media planning and budgeting. Digital Marketing and advanced knowledge of digital channels, including paid and organic social media.
- **Qualifications:** Marketing degree (or similar)

We make a *difference* to Members & customers

✓ **Area of responsibility:**

- The voice of Members & customers – accountable for the Member & Customer insight panels – including recruitment and engagement as well as cascading insight outputs to business stakeholders to inform decision making.
- Responsible for providing responses/recommendations on resolutions to escalated complaints from Members & Customers
- Accountable for the development and implementation of an effective marketing strategy and trading plan that grows brand awareness and drive commercial KPIs (footfall and basket value)

✓ **Measures of success:**

- Member & Customer panel growth of participants
- Member & Customer feedback – particularly around “having your say”
- Engagement in wider business projects to ensure alignment to Insight

We're *better* every day

✓ **Area of responsibility:**

- Leading a team of 3 direct reports to inspire and coach to deliver against objectives
- Own, develop and share a simple, effective trading/marketing plan that delivers footfall and sales growth in-store and via quick commerce.
- Develop a marketing strategy and channel plan that aligns to ASA Guidelines and industry best practice.
- Stakeholder engagement across all levels of the business
- Work with Format & Development teams to ensure all projects in Food & Funeral align to Brand standards and deliver consistent schemes.
- Support with preparing and presenting capital requests for investment in the estate, including insight and signage schemes

✓ **Measures of success:**

- Team engagement score
- Feedback from stakeholders
- Brand awareness and recall
- Budget management
- Footfall growth
- Sales growth
- ROAS
- Industry recognition through Awards

We're a *caring* community

✓ Area of responsibility:

- Leveraging marketing channels to promote our Co-op difference and values proposition
- Driving Own Brand and Fairtrade participation, seeking new USPs to differentiate Central Co-op from competitors
- Driving Member & customer engagement in Brand initiatives and partnerships
- Engagement and alignment with Membership Community Relations Officers and the brand/marketing plan
- Own the Member Engagement survey including the sharing of results and actions with relevant stakeholders
- Developing our retail proposition to drive appeal amongst young people (under 25s)

✓ Measures of success:

- Awareness of co-op difference
- Awareness and engagement in community initiatives
- Growth in participation of young people

We work together with *purpose*

✓ Area of responsibility:

- Developing and implementing the new stores and regenerations marketing plan to drive pre-opening awareness and strong engagement
- Oversee all creative outputs, engaging with external agencies/designers/contractors
- Own brand guidelines and ensure all Society collateral is adhering to the guidelines and tone of voice
- Manage the agency relationships, including media agencies, creative designers and suppliers where appropriate
- Own the Society's Retail Media strategy, including monetisation of all appropriate channels, including digital screens. Ensuring all available inventory is maximised and partners/creative is aligned to our Brand, whilst delivering the income budget.
- Work with Head of to set strategic direction and build supporting plans/objectives for team to deliver against
- Use insights and trends to support the Category and Buying teams to inform product ranges, particularly for seasonal events
- Delivering annual Funeral research projects and briefings to FPL Board

✓ Measures of success:

- Brand awareness/recall
- New store sales/footfall
- Accuracy and compliance against brand guidelines
- Delivering the retail media income budget