

# Senior Funeral Digital & Customer Manager– Job Profile

M2

**Purpose:** Leading the Funeral digital and marketing function (for both B2B and B2C) to deliver a programme of activity to develop our digital platforms, market share growth and the overall marketing & brand plan, working in collaboration with the Brand, Membership and Funeral commercial teams to launch and communicate all aspects of our Funeral business to our members, customer, clients and colleagues. Using insight and data to drive overall awareness of Central Coop Funeral and to provide analysis and reporting to key stakeholders on campaign outcomes and future forecasting.

- **Reporting To:** Head of Funeral
- **Essential skills and experience:** Experienced senior leader with a background in CRM, digital sales and web platform development. Strong communication and presentation skills. Data driven, analytical thinker with good/Advanced knowledge of MS Excel, Power BI, Adobe, website analytics and reporting methodologies to measure marketing effectiveness. Proven experience of delivering BTL marketing campaigns at scale.
- **Qualifications:** Marketing degree (or similar), Analytics professional qualification

We make a *difference* to Members & customers

We're *better* every day

## ✓ Area of responsibility:

- Marketing the “product” (the digital proposition), to announce/launch the new features to the market using the appropriate marketing channels and media
- Ensure Funerals online presence is optimized and delivering market share growth
- Engage the Operations teams in the Funeral proposition, digital and marketing campaigns
- Own the colleague and members offer to drive engagement and sales participation
- Proactively link up retail & membership marketing to ensure presence in retail/membership channels where appropriate.

## ✓ Measures of Success:

- Colleague and member participation growth
- New product growth
- Colleague engagement
- Market Share Growth
- Sales Growth

## ✓ Area of responsibility:

- Responsible for maintaining the website's content and design elements aligning to the brand guidelines as well as upholding all digital design standards (including accessibility, mobile first design and search engine optimisation)
- Lead on the analytics of all Funeral marketing and digital related activity, including Websites, proposition launches
- Lead both a direct team and 3<sup>rd</sup> parties in all aspects of creation and delivery of the plan.
- Maintain funeral's listings on search engines (using Yext) for Google My Business listings and review platforms

## ✓ Measures of Success:

- Feedback from stakeholders
- Budget management
- NPS/Csat
- Industry recognition through Awards
- Digital KPI's e.g. Impressions, Web visits, CTR, Conversions
- Google rankings
- Trustpilot/Google reviews
- Colleague engagement

## We're a *caring* community

### ✓ Area of responsibility:

- Support the Funeral team in driving community engagement with a set calendar alongside a flexible framework
- Use data to drive ongoing centrally driven communications to clients and customers e.g. anniversaries, events, groups

### ✓ Measures of Success:

- Growth in meaningful community events
- Members participation
- Attendance and take up of propositions etc linked to centrally driven communications

## We work together with *purpose*

### ✓ Area of responsibility:

- Support the Head of Funeral with the continued development of growth within region and national reach
- Own, deliver and report on digital content and campaigns.
- Own the below-the-line marketing plan and budget
- Work with commercial and suppliers to secure funding/stock for Funeral campaigns.
- Responsible for the supplier selection and working with the technology teams internally/externally to deliver and develop our Websites.

### ✓ Measures of Success:

- Data driven marketing plan
- Effective budget management with strong ROI
- Feedback from stakeholders
- Growth outside of region
- Website development in line with 5 year plan