

Head of Customer Acquisition

Location: London & Southend-on-Sea

Overview:

Working closely with the Commercial Director, senior internal stakeholders and the Group's clients and partners, the role holder will be responsible for the successful implementation, quality and profitability of the Group's marketing strategy, including the B2C Brand partner, Hood Group corporate, and B2B marketing verticals, with the principal aim of driving the target volume of customer quotes from the respective channels and for the respective Brand partners.

Key Responsibilities:

- Working with our Brand partners, deliver the overall and individual brand marketing strategies that drive Hood Group's, our Brands and Insurers strategic goals and budget
- Responsible for the development and execution of digital marketing campaigns across paid and natural mediums, with a core focus of driving cost effective quotes through the sales funnel
- Collaborate with the Head of Product & Pricing and Head of Data to ensure acquisition activity drives the right customers to maximize reach, margin, conversion and retention
- Working with the Data Team, utilise data insight for strategic marketing decisions, allocation of resources and tactical activity
- Attend and represent Marketing at relevant meetings internally and with Brand and Insurer partners
- Working alongside the Relationship Management team provide marketing input and support to the Group's clients as necessary
- Collaborate with our User Experience Team to deliver forward thinking, commercially-focused customer journeys and creative assets
- Analyse the company's overall customer acquisition to determine the best methods of attribution for paid marketing
- Budget management including acquisition costs whilst evidencing ROI
- Overseeing product offers and promotions with and through Brands ensuring sales are maximised and content delivered effectively
- Where relevant, negotiate, manage and report on external parties such as media agencies, suppliers and any systems utilised by Marketing to support delivery
- Monitor the full marketing funnel with a focus on driving income through close management of cost per acquisition
- Regularly report on the effectiveness of marketing campaigns using pre-determined KPI's

- Continually review changes to the market, consumer trends and the activities of competitors, adjusting the marketing plan if necessary
- Actively contribute to sourcing and securing new partners through working closely with the Business Development and Group Bid Teams
- Create and deliver the Select & Protect marketing plan to agreed budget
- **Any other adhoc duties as required**

Skills and Experience:

A results-focused marketer by nature with strong commercial acumen and effective client-facing skills, the successful candidate will be able to demonstrate the ability to manage a cross-section of tasks delivered through multiple functions across the business. Strong analytical skills required to both understand and support decision-making.

- This is a challenging, important and hugely influential role that is a key contributor to the modus operandi of Hood Group
- The role will suit someone of a driven, precise and commercial nature, who has the desire to lead, improve, deliver and constantly refine the marketing plans and wider customer acquisition aims of the business
- Ability to manage multiple Brand partners with frequently changing dynamics, priorities and resources, the candidate must be able to pivot as opportunities arise whilst understanding the financial and holistic impact and communicating regularly in an effective manner with senior stakeholders

Required:

- Excellent interpersonal, influencing and communication skills with the ability to interact within all levels of the organisation, be pro-active and to have a natural drive to succeed
- Strong understanding and demonstrable knowledge of online acquisition
- High degree of experience of digital content management
- Proven marketing skills across both B2B and B2C channel
- Ability to work on own initiative and to work towards effective delivery of objectives with minimal guidance and through utilising shared resources
- Effective communication skills and the innate ability to influence decision-making and prioritisation of resource, focus and spend
- Organisational, strategic and financial awareness
- Consumer trending awareness
- Online marketing strategies, analytical and numerate skills
- **Ability to understand the importance of confidentiality in handling customer personal data**

Beneficial:

- Knowledge of the general insurance sector

Qualifications

- Ideally educated to degree or equivalent in business/marketing/digital
- Minimum of 5 GCSEs at grade C or above or equivalent to include Mathematics and English

Competencies:

- Communication
- People & Personal Development
- Team Work
- Customer Focus/ Results / Excellence

About Us

The Hood Group is a privately-owned business providing insurance solutions for over 30 years to some of the most well-respected brands, insurance partners and financial intermediaries. Established in 1983, we came from modest beginnings in the City of London with a small team of passionate people who wanted to help change insurance for the better. We offer our partners an end-to-end service; from product and quote platform design through to sales and retentions. The Hood Group is now one of the largest employers in South East Essex with around 180 staff, award winning services and cutting-edge technology.

We invest in the careers of all our staff, through training, qualifications and by providing a pro-active learning environment. We understand the importance of staff wellbeing and maintaining a good work/life balance and also provide opportunities such as flexible working and career breaks. There is a Group funded Sports and Social committee and we provide free local gym membership, seated acupressure massages, and fitness classes in our onsite Wellbeing studio. On completion of probation we also provide an excellent benefits package that includes life assurance, pension scheme, medical cover, permanent health insurance and much more.