

## **Email Marketing Executive**

*Up to £29,500 pa*

*Location: Southend on Sea, Essex*

### **Overview:**

We are currently recruiting for an Email Marketing Executive for fixed term maternity cover, based on a 37.5 hour week, reporting into the Customer Acquisition Marketing Manager. We are looking for an exceptional individual who can develop innovative strategies and techniques to run highly successful email marketing campaigns for our clients.

Required activities will include: campaign planning, deployment and analysis, customer journey/lifecycle marketing/marketing automation development and managing external agencies.

### **Key Responsibilities:**

- Produce targeted email campaigns and communication plans that meet branding requirements and that are consistent with agreed key messages, within agreed budgets and timescales.
- Develop, maintain and optimise the customer journey's/lifecycle marketing.
- Analysis of current email marketing campaigns and making recommendations for improvement.
- Managing trigger email campaigns throughout the customer lifecycle to maximise sales.
- Run tests on email campaigns to establish the most effective.
- Help support the Marketing and Acquisition teams in developing and delivering Hood Group's marketing strategy for its products and services.
- Responsible for coordinating the loyalty and retention programs designed to reward and retain customers.
- Influence and improve results.
- Sourcing imagery, managing content and providing editing support for promotional materials, ensure marketing effectiveness and adherence to brand guidelines.
- Provide expert customer communication support for colleagues in the Hood Group
- Any other ad-hoc duties as required.

### **Skills and Experience:**

#### **Required:**

- Excellent accuracy and attention to detail, in relation to written copy, data management and results analysis.

- Strong copywriting skills are essential, with the ability to produce compelling, optimised copy whilst maintaining brand messaging and readability.
- Good understanding of performance marketing, conversion and online customer acquisition.
- An understanding of content management systems, marketing automation and processes.
- Excellent communication skills, with a solid knowledge of English grammar and the ability to present ideas in a clear and concise way, both verbally and in writing.
- Analytical, with the ability to interpret information, data and research and distil the most important /relevant information.
- A marketing qualification or equivalent experience is a pre requisite for this role.
- Proactive and highly organised, with strong time management and planning skills, meticulous attention to detail and a proven ability to multi-task.
- Ability to meet tight deadlines and remain calm under pressure.
- Ability to understand the importance of confidentiality in handling customer personal data.

#### **Qualifications**

- A qualification in marketing
- Experience within the insurance or financial services sector, not necessary but desirable.
- Minimum of 5 GCSEs at grade C or above or equivalent to include Mathematics and English

#### **Competencies:**

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

#### ***About Us***

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 come 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. 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 provide opportunities such as flexible working and career breaks. There is a funded sports and social committee, 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.