**Customer Marketing Manager**

**Division:**       Moorepay Ltd - SMB Division of Zellis UK Limited

**Location:**         Swinton, Greater Manchester

**Reports to:**     Head of Brand Marketing

**Outline:**

Fancy the opportunity to shape an exciting new marketing role within an established software business? Reckon you can come up with and deliver effective communication strategies to improve customer loyalty? Obsessed with effective storytelling? A dab hand at working with loads of different stakeholders? We'd love to hear from you!

**The Team:**

Our marketing team is split into four functions: Product, Marketing, Operations, Acquisition, and and Brand (note this role will sit in the Brand team, led by Amy).

You’ll be part of a very supportive culture; everyone will bend over backwards to help you (that’s a promise).

The discipline of marketing and individual professional development are very important to us. We have our own framework to support this and encourage a community of practice where marketers can learn and grow.

It’s fast paced here - we work hard and get a lot done. And we take time to celebrate our successes, e.g. with our much-loved quarterly kick off (a day of team-building activities with a sprinkling of silliness).

**Main Purpose:**

Moorepay’s Customer Marketing Manager is responsible for delivering communication strategies that will increase customer retention, drive cross-sell/up-sell (XSUS) opportunities and turn customers into advocates. You’ll work closely with the Customer Success, Sales, and Product teams to create compelling marketing programs that improve the customer experience and drive customer lifetime value. Success is measured against retention rates and XSUS sales revenue.

**Key Accountabilities:**

Customer engagement

* Works with key internal stakeholders to build and deliver a customer communications strategy, ensuring internal teams are following process within agreed timeframes.
* Oversees the delivery of all customer communications across all channels, making sure content is accurate, on-brand, and delivers on the strategy.
* Plans out and ensures the timely delivery of the customer email schedule, working with the marketing team to ensure good engagement with our customers, reviewing email engagement rates and making continuous improvements.
* Supports wider stakeholders to deliver thought leadership webinars, workshops and customer updates.
* Creates and continuously improves our monthly customer update packs, working with internal stakeholders to gather the content, and uses document analytics and email engagement results to make improvements.
* Grows our customer advocacy program, identifying and engaging customers who will provide testimonials and referrals.
* Uses NPS results, Trustpilot reviews, and other sources of customer feedback to suggest ongoing improvements to our customer communications.
* Works with Marketing Operations and Product Marketing to analyse and report on customer engagement metrics, identifying trends and opportunities for improvement.

Cross sell/ up-sell

* Works with key stakeholders to segment the customer base to deliver personalised campaigns based on product usage, industry, and persona.
* Works closely with Sales and Product Marketing to plan and deliver ongoing XSUS campaigns, measuring success by activity engagement rates, booked meeting numbers, and sales revenue.

**Desirable Experience / Qualifications / Credentials:**

* Educated to degree level or equivalent qualification (CIM or similar).
* Skilled communications expert, solid copywriter, highly customer focussed.
* A minimum of three years in a marketing communications or customer marketing role.
* Experience of marketing within the HR or payroll industry is advantageous.
* Highly organised team player with good communication skills and excellent attention to detail.
* Advantageous system experience includes HubSpot, WordPress, Microsoft Office, Turtl, PowerBI.
* Demonstrate the ability to be employed within the UK / EU and possess UK bank account in own name.