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| **Secure Trust Bank  Job Title** | |
| **Job Level**: Grade 4  **Career Path: Marketing**  **Core Job Title: Customer Communications Executive**  **Reporting** **To**: Melanie Horsford  **Location**: Solihull | |
| Secure Trust Bank is an established, well-funded and capitalised UK retail bank with over 60 years' trading track record. We operate principally from our head office in Solihull, West Midlands. The Group's diversified lending portfolio currently focuses on two sectors (i) Business Finance through its Commercial Finance and Real Estate Finance Divisions (ii) Consumer Finance through its Vehicle Finance and Retail Finance Divisions.  Our customers are at the heart of everything we do, but we can’t achieve our customer-focused strategy without the right people in our team. At Secure Trust Bank, we know that people are our biggest investment, which is why a career with us is not just a job. It’s the chance to be part of something bigger, to add real value to the Bank and help us constantly improve, in order to achieve our ambition of becoming the best bank in Britain. We believe in giving our staff autonomy, with initiative and exceptional performance recognised through a variety of individual and team awards and incentives. All our employees have a tangible impact on the Group’s core values, and we are looking for candidates who are enthusiastic, proactive and enjoy working in a fast-paced environment.  The Commercial Finance business was started in 2014 and the business has grown quickly since its inception. A full range of Asset Based lending products is offered and the team differentiate themselves through quality of people. | |
| **Job Description** | The role of the Customer Communications Executive is to provide first-line support for the communications strategy for Vehicle Finance and Savings customers, working closely with stakeholders across the business. This includes applying Consumer Duty principles to customer journeys and communications, ensuring they are clear and easy to understand to enable the customer to make informed decisions to achieve good financial outcomes. Responsibilities include developing marketing, servicing and transactional customer communications for B2B and B2C content channels, branding, product positioning and lead generation. |
| **Specification** | **Customer communication**   * Work with the Vehicle Finance and Savings teams to develop, test and improve customer journeys and communications, adhering to Consumer Duty principles and internal policies and procedures. * Be the voice of the customer when developing all aspects of customer communications and journeys, considering their needs, objectives, and characteristics, including vulnerabilities. * Develop and execute contact strategies/campaigns to engage, acquire and retain customers through intelligent, timely and personalised online and offline communication. * Support the omnichannel communication strategy across Vehicle Finance and Savings, considering the different customer types (B2C and B2B) and cohorts within the target markets. * Manage social media content and work collaboratively with the Communications team where required to ensure that our brands are appropriately represented, and all content is aligned with Secure Trust Bank Group policies. * Work with the line manager to ensure all customer communications follow a robust feedback and approval process with stakeholders, including relevant business owners, compliance and legal (as required).   **Partnership Management – Vehicle Finance**   * Plan, implement and manage partnership marketing, implementing lead-generation campaigns with key stakeholders to amplify brand reach, drive sales and deepen dealer engagement. * Work with the partnership manager to understand and develop dealer growth and sales conversion for stock funding (key product in our portfolio) * Attend partnership meetings and drive marketing partnerships collaboration and relationships.   **Sales team communication – Vehicle Finance**   * Create communication sales tools to help the sales team acquire and retain customers. * Work with the sales team to understand market trends, dealer feedback and industry insights to adapt into the communication strategy. * Manage and enhance V12 Vehicle Finance brand across all active online/offline channels to enhance audience awareness and engagement. * Deliver qualified leads to help the sales team hit revenue targets through partnership-generated activity and organic traffic to our website. |
| **Key skills:** | * Copy and creative expertise – experience in developing Business to Business (B2B) and Business to Consumer (B2C) communications * A good influencer, confident at both writing and presenting, experience in creating engaging communications that capture an audience * Ability to discern appropriate style and tone of voice for content * Excellent planning and organisational skills and ability to manage and own multiple competing priorities and deliverables. * Fluent understanding of Pardot and/or Dot Digital email marketing platform, marketing automation tools and CRM systems – Salesforce is desirable * Website CMS experience * Knowledge of Consumer Duty desired but not essential * Financial services experience desired but not essential * Excellent interpersonal, communication and influencing skills, with the ability to communicate effectively and with confidence with both customers and colleagues * Adobe experience desired but not essential |