



# Role profile

<b>Role title</b>	Head of Experience – New Client Acquisition (Client Experience)
<b>Location</b>	London or Manchester
<b>Contract type</b>	Permanent
<b>Reporting to</b>	Go To Market Director

## Role purpose

You will lead a team of campaign managers and campaign executives to bring the best people together to deliver the most effective campaigns for Capita and our customers.

You will have previous experience as a Head of campaigns and a strong understanding of multi channel marketing campaign development, as well as online campaign performance, best practices and must be able to understand customer segments, insights and work across multiple teams to lead your team to execute on effective marketing campaigns specifically focussed on new client acquisition.

You will be responsible for leading the team focused on attracting “new logos and prospects” ensuring that we are achieving the cost of acquisition per customer. These campaigns will typically be low value (in cost), higher volume sales that contribute to in year revenue growth.

You will have demonstrable experience of reporting on the ROI of campaigns, constantly measuring, assessing and suggesting ways in which campaigns can be optimised for best effect, you should be passionate about delivering campaigns that work and inspiring and motivating your team to have the same ethos.

You will use the full suite of our technology stack focused on A/B testing working closely with sales to monitor how prospects are engaging with our marketing to move them into and through early pipeline at speed.

## **Accountabilities and main responsibilities:**

The key accountabilities and responsibilities of the role include:

- Receive briefs on client acquisition campaigns and disseminate across the campaign team for execution with overall management of all campaign assets including use of MAT tool where appropriate.
- Be ultimately responsible for the team executing all marketing campaigns towards achievement of leads and targets for demand generation initiatives.
- Lead the team in creating and implementing campaign critical paths in order to manage and deliver campaigns to deadline ensuring the campaigns are delivered in innovative ways to communicate on solutions, products etc in order to ensure desired intent to purchase.
- Lead the team in briefing the shared services function within marketing such as events, social media, designers, animators and technology vendors who help contribute to the execution of the campaign activity.
- Ensure that the organisation's brand and identity is adhered to in campaigns and in all communication channels working with key governance team members where needed.
- Ensure accuracy of marketing communication and compliance with regulatory & legal guidelines i.e. formal sign offs on creatives from product, compliance etc as required and timely filing of campaign creatives
- Ensure planning & execution within budgets, with maximum cost efficiency. Smooth management of budgeting & related monitoring, provisioning, invoicing etc for all campaigns
- Deliver all campaign activity to market and report back to the Heads of and Directors of Marketing on performance of campaign and provide post campaign analysis and interpretation, defining delivered value and ROI for campaign moving forwards and enhance customer experience.
- Help the team understand, analyse and interpret previous campaign insight
- Analyse and interpret audience, media and market based data to enhance campaign performance
- Proactively keep in touch and monitor general trade, consumer and media trends to feed into future campaign initiatives and incorporate learnings within campaign development process and across the team
- Develop vibrant and proactive relationships with both internal and external partners across marketing and sales, suppliers and stakeholders in order for you and the team to execute against campaign briefs.

## **Key Skills and Experience**

- Experience of 8 years plus in B2B marketing with demonstrable campaign and ROI examples
- Experience of leading marketing teams and campaign plans
- Extensive understanding of how to use marketing technology for delivering and executing against marketing campaigns
- Extensive experience of marketing content types and designing programs that offer customers the right piece of content at the right time in the right way and aligned to the sales funnel to maximise campaign performance and results.
- Commercial and creative acumen and attention to detail and a passion for ROI
- Strong team player with ability to build effective relationships quickly
- Strong stakeholder management
- Ability to prioritise workload effectively and meet deadlines
- Ability to analyse and present statistical data using spreadsheets
- Excellent written and verbal communication skills
- Excellent knowledge of Microsoft Office systems