



Marketing Automation Specialist

Reporting to: Marketing Communications Manager
Business Unit: Member Advocacy
Date Last Reviewed: January 2021

About MAS

At MAS, we exist to protect what matters in our Members' worlds and our vision is to develop life-long Members through life-long trust. We want to be the number one provider of insurance and wealth management solutions in every professional market we serve. We will achieve this by offering fast, reliable, and Member-centric solutions through convenient and cost-effective channels.

Set up as a Mutual in 1921 by Doctors, MAS has been looking after NZ professionals with insurance and investments for nearly 100 years, and today we are trusted by more than 39,000 Members from a range of professional sectors.

We're in an exciting period of change as we commit to doing what we can for our Members, their families, and future generations of New Zealanders, which means our staff need to be highly motivated with lots of energy. We have a new visual identity, new purpose, and we're implementing a range of projects and initiatives to ensure we're around for another 100 years.

Position purpose

The Marketing Automation Specialist is a marketing and communications role critical to the successful execution of MAS's longer-term strategy of growth, engagement, and deepening relationships within the membership.

Role responsibilities

This role will work closely with the Insights Analyst to create a 'best-in-class' automated communication and engagement programme, identifying opportunities to connect with Members, engage with them and meet their needs across MAS's wider product suite, and create advocacy with long-term retention.

This role will use Member data, brand research, NPS data, and engagement metrics to design automated communication programmes and marketing campaigns that drive; brand awareness, grows MAS membership, and deepens relationships utilising all appropriate channels. A strong foundation using marketing automation platforms is necessary as you have ownership and management of our Member Lifecycle communication programme.

The Marketing Automation Specialist is critical to the quality and quantity of proactive engagement our adviser network has with Members and therefore they will be a trusted service provider to the Chief Sales Officer. Focussing on process improvement and engagement success, you will track, analyse, and report on marketing automation activities and campaigns to identify and activate changes where required.

Role specific:

Marketing campaigns

- Manage the end-to-end process of all MAS campaign specific activity to help MAS achieve business objectives such as growth, improved Member experience, that are insights-led, and data driven. This includes:
 - Campaign planning, creative management, data management, testing and review
 - Preparing briefs, drafting copy, working with agencies to create campaign material, managing customer data, and coordinating distribution
 - Track all campaign activity and report on results in relation to targets, plans and expectations.
 - Conduct in-depth market and competitor research to understand Member and potential Member needs, habits, and market trends.
- Collaborate with internal stakeholders to develop an A/B testing champion challenger campaign approach to:
 - Achieve business growth targets
 - Develop MAS product focussed through-the-line activity
 - Nurture and convert leads to Members
 - Ensure business readiness such as capacity for Member Support Centre enquiry management and execution of leads
 - Ensure the MAS website and social channels can support digital advertising and re-marketing as part of any campaign requirements.

Best in class Member marketing and engagement programme

- Development and ongoing management of a comprehensive Member marketing and engagement programme that leverages all communication channels, including mail, email, the MAS website, social media, and our Member Support Centre / adviser network
- Collaborate with internal stakeholders to develop and maintain a comprehensive Member marketing and engagement programme to:
 - Achieve business Member experience targets (NPS)
 - Deepen Member relationships across all products and services by identifying Member needs, data trends and other Lifecycle indicators
 - Engage with Members to ensure ongoing product suitability
 - Resolve data integrity issues to enable data triggered and automated communications
 - Mine MAS data to create targeted Member audiences for activation
 - Develop content designed to increase product awareness and purchase,
 - Create Member advocacy within the MAS membership base by identifying ways to surprise and delight and by communicating in timely and relevant ways
 - Retain at-risk Members
 - Leverage planned content through the automated Member marketing and engagement programme
 - Ensure the MAS website and social channels can support personalised communication, digital advertising, and re-marketing as part of a Member marketing and engagement programme
 - Leverage our professional and purpose-led partnerships with industry associations and businesses
- Technical and daily management of the marketing automation system to deliver the planned Member communication and engagement programme

- Collaborate with Digital Growth Marketer to ensure the MAS website and social channels can support personalised communication, digital advertising, and re-marketing as part of a Member marketing and engagement programme
- Track all programme activity and report on results in relation to targets, plans and expectations.
- Conduct in-depth market and competitor research to understand Member needs, habits, and market trends

Generic duties:

- Collaborate with the Marketing Communications Manager to ensure an appropriate budget is planned for the Member communication programme and campaign activity each year
- Maintain an accurate expenditure record of assigned projects, ensuring these are within agreed budget
- Liaise with internal stakeholders to mitigate any risk or non-compliance of all marketing content and communications
- Ensure all relevant internal stakeholders are engaged with for all marketing activity that may impact their business unit or Members
- Use all internal information platforms to inform the wider business of all marketing activity
- Ensure that appropriate records are maintained within MAS's computer systems
- Undertaking responsibility for any special projects that may be designated from time to time
- Following all marketing procedures and guidelines and identifying opportunities for improvement

Competencies:

These are the competencies, which the Marketing Automation Specialist is expected to display and against which their performance will be measured:

Builds quality relationships

Works to develop and maintain quality relationships with internal and external contacts. Requirements of this role:

- Proven teamwork and relationship building skills
- Ability to empathise with MAS Members

Provides exceptional service

Is strongly committed to doing the best possible job for both the internal and external client. Requirements of this role:

- Strong service ethic
- Takes ownership for problem resolution

Technically and judgmentally sound

Demonstrates an appropriate level of technical knowledge and sound decision making. Requirements of this role:

- Demonstrated marketing experience in the planning and implementation of direct marketing
- Considerable experience working on a variety of marketing communications and campaigns from inception to completion
- Excellent oral and written communication skills
- Excellent organizational and multi-task management skills.
- Excellent analytical and decision-making skills
- Very good numeracy skills
- Strong technical ability and demonstrated experience developing comprehensive marketing and communication programmes
- An understanding of the advertising, design, and print industries
- General computer literacy
- Sound judgement

Preferred requirements of this role:

- Demonstrated marketing experience in the finance industry with knowledge of personal financial requirements.
- Extensive experience working with Marketing Automation software, preferably Ubiquity and HubSpot
- Proven database management and analytical skills.

Focused on improvement and innovation

Strives to identify and implement ways to improve MAS and themselves.

Requirements of this role:

- A positive attitude
- Creative problem solving and constructive analysis skills
- An ability to focus on key issues
- Continuous improvement focus, including using champion/challenger test methodology
- Proactive Member need identification and creative solution development to meet those needs using direct marketing

Self-management

Maintains the types of attitudes and behaviours that will impact most positively on MAS's future success. Requirements of this role:

- An ability to self-motivate and work without supervision
- An ability to work effectively under pressure
- Integrity, initiative, confidence, and patience

In addition, this role will have specific performance objectives, which are set and assessed on a regular basis.

Working relationships

Responsible to: Marketing Communications Manager

Responsible for: N/A

Internal

The Marketing Automation Specialist will liaise with and provide advice and assistance to:

- Marketing Communications Manager
- Chief Member Advocacy Officer
- Member Advocacy team members.
- Product Managers.
- Branch and Member Support Centre staff, including the Chief Member Officer as a key stakeholder.
- Head Office teams.

External

The Marketing Automation Specialist will liaise with:

- MAS Members.
- Business associates, including advertising and design agencies, printers, mail houses and other industry providers.
- MAS relationship partners

Delegations

Delegations are as outlined in MAS Delegation policies, which are available on MAS's intranet and subject to change at any time.

Other details

Positions in Medical Assurance Society may change over time as the organisation develops. We are committed to maintaining a flexible organisation structure that enables us to meet changing market and Member needs. Therefore, responsibilities for this position may change over time as the job evolves.