Head of Marketing

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| **Budget:** |  | **Function:**  | S&M (Marketing) |
| **Line Manager:** | S&M Director | **Direct Reports:**  | 5 |
| **Our Vision** |
| Simplyhealth is a 150-year-old business with an amazing heritage and history of changing healthcare in the UK. It is continually modernising, as reflected by our B-Corp status; something that is very important to our customers and to our people.With an ever-increasing strain on the NHS, and a cost-of-living crisis, the products that Simplyhealth offer are needed more than ever before. But Simplyhealth have bigger ambitions than that. We want to improve access to healthcare for everyone in the UK – we are not just about the wealthy who can afford to go privately, we want to democratise healthcare in terms of cost but also accessibility to ensure that as many people as possible, can access the healthcare they need. Specifically, we want to improve access to healthcare for all in the UK to: lead your best life, prevent you from getting a disease you’re at risk of, access the best in care (digital where possible, physical where necessary), and manage your long-term condition.To achieve this, we are embarking on a radical transformation to deliver this ambitious goal. With a trusted brand and a strong heritage in healthcare, we are uniquely placed to help change the landscape of healthcare in the UK. |
| **Your Role** |
| The Head of Marketing for the Simplyhealth group is a key leadership role, responsible for driving a high-performance marketing function that leverages enhanced customer insights and increased brand awareness to deliver a high-quality sales pipeline. This role will lead the marketing strategy, enabling a significant improvement in digital and sales conversion through innovative approaches and the effective utilisation of marketing technology. Reporting to the Sales and Marketing Director, the Head of Marketing will oversee a team of five direct reports and work collaboratively across the business to align marketing efforts with corporate goals. You will build a high-performing team covering campaign strategy and execution, proposition design and development, digital trading and engagement, and event strategy and execution. You will need to balance the optimisation of existing routes to market (intermediary, corporate) alongside creating and growing new channels (digital, direct, B2B2C). You will need to reset the marketing teams to elevate capability particularly around B2B and you will need to instill a performance culture across the whole team. A natural leader with a track record of building and running high performing teams, you will be taking collective accountability for the growth targets of the organisation being agile in decision-making and budget allocation to optimise commercial performance. |
| **Your Responsibilities & Accountabilities:** |
| *You will be responsible for leading the marketing function to deliver product-led growth targets across all channels* **Marketing Strategy & Leadership*** Develop and deliver a strategic marketing plan that aligns with Simplyhealth’s business objectives and drives a step-change in digital- and sales conversion performance.
* Develop the marketing strategy in line with product targets – with aligned resource into both product areas
* Lead the marketing function to harness improved customer insights and increased brand awareness to build a high-quality sales pipeline.
* Ensure all marketing activities are customer-centric, data-driven, and aligned with brand and product strategies.

**Team Leadership & Collaboration*** Manage, mentor and inspire a team of five direct reports and their teams to build the marketing team and run as a high-performance function.
* Build marketing capability across campaign (digital & offline) and audience (B2B/B2B2C/B2C) channels
* Develop proposition development capability to determine the target customer propositions and narrative across Healthplan and Denplan
* Foster a culture of collaboration, innovation, and accountability within the marketing team and across the organisation.
* Ensure alignment between marketing, sales, product, data and tech functions to optimise the customer journey and conversion outcomes.
* As part of S&M SLT take collective accountability for end-to-end performance

**Digital and Sales Conversion Excellence:*** Own the Simplyhealth website and journeys to maximise digital engagement and trading – working as part of product-led squads to determine build priorities
* Drive a step-change in digital performance and sales conversion rates through targeted campaigns, personalised marketing, and enhanced customer experiences.
* Oversee the implementation of cutting-edge marketing technology and automation tools to enhance efficiency and effectiveness.
* Monitor and analyse campaign performance data to continuously improve marketing outcomes and ROI.

**Marketing Technology and Efficiency:** * Leverage marketing technology to improve operational efficiency and deliver measurable results.
* Ensure the team is trained and empowered to use marketing tools and platforms effectively.
* Evaluate and adopt new technologies to stay ahead of industry trends and best practices.

**Campaign Strategy & Development**:* Utilise enhanced customer insights to inform the design and delivery of multi-channel through-the-line (with Head of Brand) campaigns that resonate with target audiences and that deliver high-quality leads to maximise physical and digital conversion.
* Develop and deliver campaigns to maximise acquisition, in-life growth (cross and upsell) and retention – all targeted to optimise revenue, margin, and ROI.
* Collaborate with the Head of Brand to make sure all campaigns drive brand differentiation and strengthen Denplan’s and Simplyhealth’s market leadership.

**Events Management*** Drive the creation and delivery of an Events Strategic Plan that is supporting the Lines of Business strategies, engages with key audiences and has a demonstrable positive impact.
* Create and deliver the event calendar to maximise awareness and engagement, alongside effective planning, execution and evaluation of events
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| **Key Connections:**  |
| * Reports to: Sales and Marketing Director
* Direct Reports: Denplan Marketing Manager, Simplyhealth Marketing Manager, Propositions Manager, Digital Trading Manager, and Head of Events.
* Collaborates with: Product teams, Board and Exco, wider Marketing team, Sales, Strategic Planning & Performance Team, Customer Service, Finance, Data & Insights, Simplyhealth Leadership Team, external agencies and partners, and media. Regularly gets face time with: customers, patients, brokers, dentists, corporates and distribution partners.
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| **Key Experience, Knowledge and Expertise** |
| * Proven experience in a senior marketing leadership role, building high-performance marketing teams, preferably in healthcare, financial services, or insurance.
* Demonstrated success in driving digital transformation and improving sales and conversion rates through marketing initiatives.
* Data-centric leadership; significant experience utilising behavioural insights/ market analysis/ channel analysis and similar data to inform marketing practices, as well as guide and influence product propositions/product change resulting in better customer outcomes
* Experience of B2B, partnership, corporate, employee, patient and consumer marketing
* Understanding of the healthcare and dental market, including products, competitors, market trends – able to quickly digest and utilise knowledge to aid marketing strategy
* Experienced working with Agile methodologies and in a product-led way
* Exemplary commercial awareness and clear understanding of profitability measures/levers – including P&L
* Effective influencer and communicator for stakeholder management at the highest level – ExCo and Board
* Highly collaborative – able to create and maintain high-impact relationships with peers to optimise organisational performance – include constructive challenge
* Ability to work under pressure to meet tight deadlines, thrive with challenge
* A team player with initiative, enthusiasm, commitment, and creative flair – ability to align to product-led strategies
* Proven ability to think ahead, engage proactively and take initiative
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| **Our Values** |
| Health and access to healthcare have never been more important. With this comes endless exciting possibilities for innovation and growth. The market is evolving quickly, so we need to ensure our customers have access to the leading-edge health solutions they expect and deserve, now and for generations to come. **We’re living in extraordinary times…**By reinventing ourselves, we will reach more customers, giving them increased access to affordable healthcare and unlocking our growth potential. This next chapter is about transformational change for us.**This is our time to survive, drive and thrive…**This is our chance to get ahead and stay ahead. We will ensure our commercial success by moving into new areas of healthcare, and leading with preventative, breakthrough solutions. We will use innovative digital tools, embracing technology to create new partnerships and opportunities. We are passionate about helping every generation lead better lives and get the care they need in real time. To make this a reality, we need to challenge our ways of working, whilst keeping the customer at the heart of everything we do. To *really* make a difference, it’ll take every single one of us across Simplyhealth to step up. **Our cultural movement...**To act with **courage and curiosity**, so we can unlock the opportunities to help customers, colleagues and communities. To operate with **trust and kindness**, working alongside customers, delivering what they need to live their best lives, as well as supporting colleagues as they strive to be their best. Spotlight our passion for **All together healthier**, focusing on self-care and nurturing relationships. We must ensure we are a strong team - one that’s able to build healthier lives for all. We each have an important role to play in this next chapter. Everyone has the freedom to innovate and make a difference for our customers. We need to act at pace and take on newer, braver, creative approaches. We shouldn’t be afraid to fail fast and learn quickly. By being curious and continually pushing ourselves and each other, we will find new and better ways. |
| **Our Behaviours** |
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| Courage and Curiosity | Trust and Kindness | All Together Healthier |
| ***So we deliver profits for a purpose*** | ***Because our customers, colleagues and communities are at the heart of what we do*** | ***Enabling better health outcomes together*** |
| * We make bold decisions and take considered risks, with customer and commerciality front of mind.
* We make things happen and keep things simple.
* We always take the initiative and hold ourselves accountable for the delivery of great results.
* We ask questions and listen intently as every viewpoint and capability counts, and we have the courage to be honest and say what we think.
 | * We invest in relationships to build trust and rapport.
* We listen carefully always trying to find ways to add value.
* We treat each other with care, compassion and kindness, celebrating and embracing differences.
* We strive to make a difference in society, unlocking opportunities for those in need.
 | * We help every generation take control of their health.
* We start with self-care so we can show up at our best, every day.
* We are full of energy and pride in what we do. We focus on self-development to learn and grow, so we can stay up to date and add value.
* We innovate and collaborate on our best ideas. Together, we can drive the changes that are needed to help our business grow, and help our customers live their best lives.
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| * **We have a ‘smart working’ policy with flexible remote working. However, there may be a requirement to attend meetings at our Hampshire head office in line with government guidelines.**
* Some UK travel & overnight stays.
* Reasonable role and task flexibility expected given the seniority of the role.
* May be required to lead other business activities or projects in other parts of the Simplyhealth Group.
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