Product Marketing Executive

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| **Budget:** | Yes - TBD | **Function:** | Marketing (L5) |
| **Reports to:** | Senior Product Marketing Manager | **Team size:** | No direct reports |
| **Our Purpose** | | | |
| 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 the recent award to 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) * 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 think we are uniquely placed to help change the landscape of healthcare in the UK.  The ambition is to support customers (individuals, corporates, collectives) on their personal health journeys through a mix of services, personalisation and commerce offers that link together the physical and digital worlds, by creating tools and products that support wellness in a bespoke way based on individual need.  The scale of this ambition and transformation is significant and requires energetic, ambitious, and digitally minded leaders to deliver against it. The challenge will be delivering a radical overhaul in all areas of the business from product, technology, and people, balancing the needs of today with our ambitious future destination. Being comfortable with ambiguity, able to execute at pace, and having the energy and passion to deliver against an ambition of this scale are essential attributes for the role holder.  The transformation requires us to work together in teams across all functions to deliver a radically transformed customer experience. You will be motivated by the huge market opportunity in front of Simplyhealth in a moment in time where consumers have unprecedented awareness of their health needs and are adopting data and digital wellness solutions at scale globally. This is a hugely exciting opportunity to contribute positively to helping the UK population live longer healthier lives. | | | |
| **The Role** | | | |
| The Product Marketing Executive will support the Senior Product Marketing Manager in delivering commercially astute, data-driven and customer-centric B2B and B2C marketing campaigns for key products within their portfolio.  They will join a team of other Product Marketing Executives working together across the Simplyhealth portfolio.  Working with the Senior Product Marketing Manager, they will ensure strategies are firmly aligned to and deliver against the wider business OKRs and are embedded within Simplyhealth’s commercial objectives.  **The role will be split across activations and focusses within both the B2B and B2C health industries, with a lean towards B2B activity primarily.**  The Product Marketing Executive will work closely with the wider marketing specialist teams (CRM, Ecom, Comms, Brand, Insights), collaborating with specialist teams and utilising their B2B and B2C knowledge and expertise to deliver acquisition, migration, and retention product marketing campaigns that drive business goals and ROI, and deliver positive customer outcomes.  They will support their manager (the lead marketer for their portfolio), and will work closely and collaboratively with Product, Sales, Clinical (among other departments) to communicate marketing plans and campaign performance, and support new product development for their areas based on customer need and marketing insight.  Working with the wider marketing specialist teams, the Product Marketing Executive will be responsible for monitoring marketing campaign and channel performance, and routinely reporting into the Senior Product Marketing Manager, Head of Product Marketing, and across the business (where required).  Work closely with sales and product teams to develop product pricing models, key messaging, and value proposition for product launches.  Lead and ensure the success of event preparations by managing relationships with vendors, organizers and assist teams to develop an event strategy that supports business goals.  They will actively role-model the Simplyhealth behaviours of curiosity and courage, trust and kindness, and ‘all together healthier’ through their day-to-day work and across all interactions (internally and externally).  The Product Marketing Executive will exhibit relevant behaviours and working approaches for their role. They will be commercially driven, able to thrive working across projects, be at ease working in a matrix environment, and adept managing internal and external stakeholders. They will embody the behaviours of ‘courage and curiosity’, with a curious mindset and focus on delivering results. | | | |
| **Your Responsibilities & Accountabilities:** | | | |
| * You will support the execution of Simplyhealth’s product-led vision and strategy through.   + Delivering data-driven, commercially astute marketing campaigns that drive growth, ROI, and measurable customer outcomes for your product portfolio; you will support the delivery of marketing strategies working across acquisition, migration, and retention   + Work closely with Direct Sales team to understand and prioritise workload and balance needs of the team with the overarching strategic plan to achieve growth   + Working collaboratively across the marketing teams, you will ensure all campaigns focus on the best possible routes to market and utilise the most effective marketing channels (measured against OKRs and ROI)   + Routinely communicating and reporting on marketing campaign progress with key stakeholders (across levels)   + Developing and maintaining a solid understanding of your product area and market, in order to flex/evolve marketing campaigns to drive opportunities and meet customer needs as they arise   + Understanding business requirements and market opportunities and supporting in translating these into effective campaigns   + Role-modelling Simplyhealth’s behaviours in all approaches and interactions; driving a customer-centric culture of performance, curiosity, and agility   + Supported by the Senior Product Marketing Manager, effectively managing marketing budget to assess opportunities in terms of ROI and report effectively   + Contributing to and encouraging a positive team culture, ensuring an excellent team reputation across the business | | | |

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| **Key Connections:** |
| * Customers – existing and potential * Sales and Marketing Director * Wider Marketing Teams (CRM, Brand, Ecom, Comms, Insight) * Head of Product Marketing * Product Teams * Sales Teams * Support/Service Teams |
| **Key Experience & Skills:** |
| * Demonstratable experience in B2B marketing, with a focus on generating GTM plans and delivery. * Proven experience of executing B2B and B2C marketing strategies that drive pipeline sales and growth * Experience creating and delivering effective marketing campaigns with strong ROI * Data-centric mindset; experience utilising data and insight to inform approaches and drive outcomes * Self-motivated, self-starter with a strong analytical mindset; commercially astute and results-driven * Sound knowledge of all core marketing channels and full marketing mix * Comfortable working with a broad range of stakeholders (from external agencies to internal product, marketing, sales, and clinical teams) * Excellent project management skills; ability to manage multiple projects, and at ease in matrix/agile environments   Ideally you might also have:   * Knowledge of/interest in the Corporate Health and Wellbeing market * Experience working in a regulated market * Prior sales experience and/or working closely with sales teams to deliver lead generation and growth |
| **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** |
| |  |  |  | | --- | --- | --- | | 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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| * Simplyhealth’s head office is in Andover, Hampshire * We continue to operate SMART working practices * Some UK travel and overnight stays * Reasonable role and task flexibility expected * May be required to lead other business activities or projects in other parts of the Group |