

Senior Marketing Executive

Job Description

Role:	Marketing and partnerships executive
Location:	Redhill, Surrey (flexible hybrid working available)
Brands:	Yellow Jersey & Pedal Cover <i>Pedal Cover</i> Yellow Jersey
Reporting to:	Head of Sales & Marketing
Contract type:	Permanent
Hours:	min 20 hours up to 37.5 hours (flexible depending on experience)
Salary	£32,000 - £38,000 OTE, Annual Equivalent

The role

Are you a senior marketing executive looking for a new challenge? Do you love cycling? Want to work for an award-winning insurtech company?

We are looking for a dynamic marketing professional to join our team. Think of yourself as the creative leader and do-er for all aspects of brand activation for our cycling brands.

Our business and partners are cycling and triathlon-focused, for example we are official partners of the British Triathlon Federation, Cycling UK and Ride London. This role suits someone with relevant experience or a passion for sports.

We are looking for energy to help build and activate successful campaigns that position us as an inspiring leader in the cycle insurance sector.

Main Duties

- Alongside the Head of Marketing, create and implement a clear and concise marketing strategy for two brands
- Increase the visibility and profile of our brands by engaging key influencers
- Provide proactive, creative support to help develop marketing campaigns
- Keep up to date on industry news and development
- Manage the content calendar; take ownership for blog content and newsletter distribution (co-ordinating external contributors, writing content and generating ideas)
- Manage social channels; liaise with external agencies responsible for social media, contribute to planning and ideas
- Manage affiliate marketing campaigns
- Manage partner relationships, outreach and joint activation programmes (including reporting)
- Organising events, approximately 2-3 per year
- Support PR activity and campaigns

Essential Skills

- Minimum two years marketing experience
- Excellent written and verbal communication skills
- Confidence to liaise with colleagues at all levels of seniority within the business and network with third-party providers
- Good industry knowledge and the desire to keep up to date with current trends
- A basic understanding of insurance and its principles
- Self-motivated with a desire to see projects through to completion

About us

The Plan Group Ltd is a family-owned, independent insurance intermediary delivering high-quality cover from market-leading insurers in niche commercial and personal lines insurance. Listed in the UK's top 100 brokers, we employ over 100 staff and write more than £25m Gross Written Premium. We have built the business on long-term team, customer and insurer relations. We pride ourselves on product and IT innovations to help drive growth.

Yellow Jersey is our innovative full-service cycling insurance brand launched in 2014 to meet the insurance needs of cyclists and cycling related businesses. Yellow Jersey is firmly established as the 'go-to' brand despite its young age in these fast-growing markets. Cyclists want to maximise the time spent on their bikes. The team passionately deliver on the brand promise, "Free Your Ride." They do so by making cycle insurance as easy and stress-free as possible.

Pedal Cover, also launched in 2014, is unique home insurance explicitly built for triathletes and cyclists and underwritten by one of the UK's largest insurance providers, Direct Line Group (via NIG). Pedal Cover has won numerous awards, including Bicycle Insurer of the Year at the Insurance Choice Awards. The friendly hands-on approach keeps customers coming back year on year. With over £50 million of assets on cover to date, Pedal Cover continues developing new products to best suit the customers' needs.



All our staff benefit from the opportunity of career progression and outstanding training and mentoring through our dedicated in-house team.

We believe in the success that comes from people working together. That's why we search for real team players who enjoy being part of a group and know that they will have the opportunity to make their mark.

If you like the sound of joining our highly supportive and sociable team, please get in touch today!

Benefits

**3 x Salary life assurance | Employee assistance programme | Cycle to work | Pension |
Eye-tests, Dental check-ups | Season ticket loans |
Enhanced Maternity and Paternity packages (after two years of service)**