

# Role profile

Role title	MarTech Product Manager
Reporting to	Reena Sukha
Team	Client Digital Experience
Division	Digital & Technology
Key relationships	Partner directly with Group Marketing teams Vendor Management(s) Architecture team(s) Product team(s) Procurement team(s)
Regulatory status	Certified person (CP): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Qualifications</b>	
(ii) Mandatory professional qualifications and exams (required for the role)	(ii) Mandatory professional qualifications and exams required under the FCA/PRA SMCR rules or prescribed by Investec <b>(please state N/A if no qualifications/exams are required for this role):</b>
Team description	Responsible for delivering, supporting, and managing the UK/Group MarTech application/s suite in partnership with the Group Marketing community.
Description of role and key responsibilities	<p><b>Product management:</b></p> <ul style="list-style-type: none"> <li>Partnering with the Group Marketing community on the application/s vision, roadmap, management, operational running, data, application risks, security, and vendor management</li> <li>Supporting the tools and processes that will enable marketing teams to drive customer acquisition, engagement, and retention</li> <li>Tracking the measurements of the above using key data metrics in partnership with our analytics and data teams</li> <li>Partner with our testing and personalization managers to improve and create an experimentation mindset and capability</li> <li>Constantly identifying and re-evaluating Martech opportunities and partners that we should be building/integrating with</li> <li>Create visibility and awareness on regional and/or group projects by attending the bi-weekly MarTech forum</li> <li>Play a key strategic role in ensuring alignment between the Group Marketing team on tools, processes and therefore preventing any unnecessary duplication or complexity</li> </ul>

	<p><b>Application ownership:</b></p> <ul style="list-style-type: none"> <li>• Work closely with the technology community (Architecture/InfoSec/Data/Infrastructure etc) to correctly onboard and ensure that all MarTech tools follow best practices outlined by these teams</li> <li>• Develop and deliver the cloud roadmap for applications and ensure that all MarTech applications stay in line with group cloud strategies</li> <li>• Collaborate with Marketing and Architecture on the application vision and drive implementation and adoption of MarTech tools</li> <li>• Partner with the Marketing community to agree the budget and cost management of the application/s and maintain the application costs with your CDX accountant</li> <li>• Partner with the Technical Risk Manager to actively manage all risks and ensure due diligence is up to date with all with old and new MarTech</li> </ul>
<p>Core skills and knowledge</p>	<p>Essential:</p> <ul style="list-style-type: none"> <li>• Ability to build a strong partnership with stakeholders and demonstrate the commercial value of technology solutions.</li> <li>• Managing a team in application support and implementation.</li> <li>• Demonstrated experience managing vendor products.</li> <li>• Effective influencing and negotiation skills.</li> <li>• Excellent verbal and written communication skills, with an ability to effectively communicate technical concepts and technologies to varied stakeholders</li> </ul> <p><b>Skills/knowledge</b></p> <ul style="list-style-type: none"> <li>• Good understanding of design thinking around customer journeys/customer experiences</li> <li>• Strong leadership skills, with the ability to develop and communicate technology concepts to enhance understanding and drive to decision that lead to positive outcomes.</li> <li>• Thrives working in a team and collaborating with people to make things happen.</li> <li>• Strong organisational skills, the ability to perform under pressure and management of multiple priorities with competing demands for resources.</li> <li>• Creative, problem-solver, collaborative, curious.</li> <li>• Evidence of strategic and commercial thinking.</li> <li>• Excellent critical/complex thinking and problem-solving skills.</li> <li>• Must be self-motivated to prioritise and manage workload and create and meet critical deadlines.</li> <li>• Excellent interpersonal skills and the ability to build good working relationships.</li> </ul>
<p>Any other attributes that would be helpful, but not essential for the role.</p>	<p>Not essential, but preferred:</p> <ul style="list-style-type: none"> <li>• You have a marketing background</li> <li>• You have experience using and/or implementing MarTech tools</li> <li>• You have created/measured against OKR's</li> </ul>

This role description accurately reflects the key responsibilities and associated skills, knowledge and attributes required for to perform this role at this time. It is the responsibility of the employee and manager, to update this profile, (and store against the employee's record), as responsibilities, required skills and knowledge changes.