# Brand and Social Media Manager



You're part of it

## Our Purpose

Our purpose is to support the ambitions of the people and businesses of the UK by delivering specialist financial services.



## Your Purpose

Be responsible for the creative expression of the Paragon Group Brands ensuring they are relevant, connect with audiences and are consistently represented visually and tonally.

You will oversee the production of all brand activity to bring the stories of our brand and products to life for different audience groups across channels.

You will own our social media activity and drive value from this channel.



# Your Purpose & Performance Profile

## Our Strategy

Our strategy is driven by our purpose and helps us achieve our vision to become the UK's leading, technology-enabled specialist bank and an organisation of which our employees are proud. We focus on five strategic priorities to help us deliver our strategy. These are supported by three strategic pillars and eight values that underpin our culture and the way we do business.

Our strategy is to focus on specialist customers, delivering long-term sustainable growth and shareholder returns through a low risk and robust model.

## Our Strategic Priorities

### Growth

Growing our lending in specialist segments of the market where customers are underserved by the large, high street banks.

### Diversification

Continually developing our range of savings and specialist lending products in both existing and new markets, organically and through acquisition.

### Capital management

Management of capital is a critical lever as we invest to grow our business and people.

### Digitalisation

Implementing sophisticated, digitally enabled, cloud-based platforms which enable us to deliver outstanding customer service, become more efficient, support decision making and address new markets.

### Sustainability

Reducing the impact our operations have on the environment and ensuring we have a positive effect on our stakeholders and communities

## Strategic pillars

### A customer-focused culture

Expert knowledge and experience, supported by proprietary insight, data and analytics to deliver deep understanding and good outcomes for all our customers.

### A dedicated team

An experienced, skilled and engaged workforce, and a unique culture underpinned by eight values.

### Strong financial foundations

Prudentially strong, with a low-risk approach to lending, reducing volatility of earnings and enhancing sustainability of dividends.

## Who you'll be working with

- Your role is part of the Group Marketing Team that sits within the External Relations (ER) Division.
- The ER division is responsible for the Group's marketing, creative services, customer insight, media relations, investor relations, public affairs, corporate communications, sustainability / ESG programmes and employee communications.
- You will also have a close working relationship with key stakeholders in other business areas such as product, compliance, legal, finance, business analytics and IT.

## The skills you'll bring

- Educated in or significant experience of Marketing, Digital and/or Brand.
- Passion for brand and significant experience in implementing brand activity across multiple channels
- Strong social media experience, having delivered strategies across multiple channels using multiple creative platforms
- Strong storytelling and creative skills with a keen eye for detail in written, graphic and video content
- Hands on experience of creating and running social media plans on a day-to-day basis
- Developing paid strategies in line with business KPIs to enhance wider performance
- Budget management and experience of providing forecasts against targets
- Relevant experience of working with agencies across brand marketing
- Strong proposition and brand strategy
- Brand measurement and reporting
- Monitoring and reporting of social media KPI's
- Recent and in-depth understanding of the UK Financial Services Market
- Digital technology experience across analytics, social media, creative and digital marketing platforms and tools such as GA4, Hootsuite, Talkwalker, AHrefs, Meta, Tiktok, Canva,






## What you'll do day to day

Develop the brand strategy and proposition to continue to grow awareness and consideration

Manage the overall social media plan for the group

Deliver social media content across multiple platforms ensuring it is relevant for audiences and powerfully represents the brand & associated products

Ensure media selection for owned, paid and promoted activities is considered with strategic purpose and analytical backing

Work with the internal creative team and agencies to produce impactful creative that is appropriate for each channel and can be adapted for different platform

Drive the social media strategy while ensuring the brand is protected on these channels

Work within the Media Team to connect activity with our PR plans

Day to day management and production of all assets required across social and brand channels

Develop in-depth knowledge of social media tools being used and manage day-to-day tool management, post scheduling and performance reporting

Own the brand and drive forward the brand agenda for the Group.

Monitor and reporting of all social and brand activity

## What does success look like for you?

### THINK CUSTOMER

- The fair treatment of, and good outcomes for, customers is at the heart of everything we do, both personally and as a Group. You will ensure that your work adheres to Consumer Duty guidelines at all times and you treat customers fairly by ensuring all communication is clear, fair and jargon free.
- You will build and maintain relationships with key business stakeholders to create an open and collaborative environment, where issues are proactively identified and swiftly remedied.
- Foster a customer-centric culture within your team and the entire organisation and encourage everyone to prioritise and understand the needs, preferences, and pain points of customers.
- Leverage customer data and analytics to make informed operational decisions.
- Regularly assess and refine your strategies based on customer feedback, market changes, and emerging trends.
- Commit to continuous learning, staying up-to-date on industry trends and evolving customer expectations.

### THINK RISK

Demonstrate a clear understanding of how your role plays a part in protecting the Group from risk and where issues or risks arise, raise them accordingly. You understand how the principles of conduct risk impact on the processes and procedures within your role.

In the banking industry, there are strict regulations and legal requirements that need to be followed. You will need to ensure that your team's work adheres to these guidelines, including the FCA regulation on social media content and product promotions.

Implement and act in accordance with the company's information security policies to protect all assets from unauthorised access, disclosure, modification, destruction, or interference.

### THINK PEOPLE

- You will exhibit Paragon's values in your day-to-day dealings with colleagues and external stakeholders.
- You will support equality, diversity and inclusion within Paragon.
- You will ensure your mandatory learning is always completed within the set timescales.
- You will review your development needs at least annually with your manager.
- You will take action to improve your performance if issues are identified.
- You will take action to improve your performance and expand your expertise and contribution.
- You will demonstrate your commitment to teamwork in collaborating and sharing new skills or learnings with your colleagues.







## THINK COMMERCIAL

- You will manage your time and objectives to a high standard and within set deadlines.
- Put forward ideas to improve the efficiency of our processes/procedures to help reduce costs.
- Develop a deep understanding of the Paragon's customers, competitors and market trends; stay up-to-date on industry news, economic environment and emerging tech that can impact the business.
- Prioritise activities that deliver a measurable return on ROI and establish KPIs aligned with business objectives.
- Collaborate with wider business areas and Finance to align marketing efforts with revenue goals.
- Analyse competitors to identify opportunities for differentiation.
- Embrace and encourage a culture of experimentation and continuous improvement.
- Effectively communicate marketing results and initiatives.



## THINK SUSTAINABILITY

- You take advantage of Paragon's volunteer programme and undertake one day's volunteering activity each year.
- You support the reduction of printing and follow "go paperless" principles as much as possible.
- Ensure you follow Paragon's 3rd party vendor sustainability strategy.
- Ensure all activity you are involved in, where possible, support and reinforce Paragon's ESG and sustainability targets including:
  - commitment to making a difference for our stakeholders and communities.
  - commitment to achieving the highest standards of business integrity and professionalism.
- Make conscious choices to conserve energy.
- Ensure that sustainability messaging is integrated seamlessly into marketing campaigns, materials and communications.



## You'll make a real impact by:

Ensuring all activity aligns with the organisation's goals, brand identity and target audience

Ensuring all activity is in line with agreed strategy and KPIs are reported quaterly

Supporting the rest of the team by being a champion for the brand to ensure it is presented in the most accurate way and reflects our customer value proposition

Lead in the development of our social media strategy and continually develop and improve our social media presence

Working with the creative teams to ensure brand guidelines are kept up to date and followed across the group

Using data to make informed decisions about the brand and social strategy, regularly reporting on performance and commercial value

Keeping up-to-date with developments, trends and best practices in brand and social media fields and running in-house information sessions as appropriate to increase team wide and business wide knowledge

Be a champion for brand strategy and support the Marketing Director to advocate for brand investment

Manage brand and social budgets

## Our values

Our culture is built upon a commitment to do the right things for customers, our colleagues, our wider stakeholders, and the world around us. Eight values underpin our culture and the way we do our business.

Doing the right things means making clear and ethical decisions, understanding the implications of our actions, being accountable for them and making a commitment to speak up and put things right where we see something that is wrong.



### Fairness

To work together to ensure fair outcomes for all our customers



### Professionalism

To maintain the highest standards and deliver our products and services with care and accuracy



### Integrity

To be honest and open in everything we do



### Humour

To ensure we have fun while achieving success!



### Commitment

To drive the business forward with determination and to do so with effort and enthusiasm



### Creativity

To identify and create new business opportunities and apply creative and effective solutions to problems



### Teamwork

To work in harmony and collectively towards the delivery of our overall objective



### Respect

To treat people as individuals and listen to their views

## Our code of conduct

Our Code of Conduct is designed to help you navigate through the vast array of decisions that you will need to make to deliver effectively on our purpose. You can view a copy of our Code of Conduct **here.** As a regulated firm we are also subject to the below conduct rules:

1. **You must act with integrity**
2. **You must act with due skill, care and diligence**
3. **You must be open and co-operative with the FCA, PRA and other regulators**
4. **You must pay due regard to the interests of customers and treat them fairly**
5. **You must observe proper standards of market conduct**
6. **You must act to deliver good outcomes for retail customers**

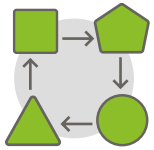
# Our Leadership Commitment

We all deserve to have a great manager. Our managers commit to delivering inclusive, inspiring, and impactful leadership. For us, this looks like:



**Empathy**

Having and applying emotional intelligence to understand and engage with others more effectively. Using both self-awareness and the understanding of others to react positively to different situations.



**Adaptability**

Having the skills and willingness to adapt at pace to changing circumstances and environments. Being comfortable with ambiguity, maintaining personal resilience and learning from experience.



**Creative Thinking**

Having the skill to incorporate creative and innovative practices into tasks, activities and interactions, bringing new perspectives into the workplace.



**Coaching**

How we support others to explore and unlock their potential using coaching tools and techniques and building a trusting coaching relationship.



**Teamwork**

The coming together of a diverse group of people to deliver a common objective. Working well together, but open to new ideas and challenge. Creating a safe, inclusive environment to experiment, make mistakes and improve.



**Think! Customer**

How we build and maintain trusted relationships with internal and external customers based on a deep understanding of customers' needs. It's about communicating clearly and working in partnership.



**Decision Making**

How we make effective decisions on a day-to-day basis, taking ownership of decisions and demonstrating sound judgement.

If you are a manager of people you will help your people to be their best by:

| Sharing our purpose | Checking in | Reward and Recognition | Career and learning | Performance enhancement |
|---|---|---|---|---|
| • agreeing objectives<br>• reviewing them regularly<br>• enabling continual improvement | • managing as a coach<br>• providing and seeking feedback<br>• agreeing and setting outputs<br>• supporting employee well being | • providing in the moment appreciation (Mo)<br>• celebrating achievements<br>• rewarding fairly | • managing as a coach<br>• enabling an employee led approach<br>• agreeing development plans<br>• supporting aspirations | • providing timely and honest feedback<br>• plan for success by agreeing a clear plan of action with goals and required support identified and reviewed regularly |

**Frequent and meaningful conversations**



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