



Job Description and Person Specification Marketing Officer			
Salary	Up to £27,328 (depending on experience)	Place of Work	On-site (Taunton office)
Hours of Work	7.5 hours a day, Mon – Fri with alternating Fridays off	Reporting to	Marketing & Communications Manager

About Lendology

Lendology CIC is a B Corp, social enterprise lender. We work in partnership with local authorities to provide finance to homeowners for home repairs, improvements and renewable energy measures. Our work is designed to provide a social impact over profit. Our service is based on strong partnerships with a variety of organisations from the public, private and charitable sectors and our lending decisions are made by people, for people. Passionate about the environment, we have been Carbon Neutral accredited since 2022 and we continue to work on a Carbon Reduction Plan to achieve net zero by 2030.

Our Vision: A world where everyone can improve their lives through inclusive finance.

Our Mission: We provide dynamic lending solutions to maximise social and environmental impact.

Our Values: Not just words, our values are reflected in everything we do, regardless of whether you are a customer, partner or colleague.

Respectful: We are considerate of the needs, abilities and qualities of our colleagues, customers and partners.

Expert: We are proud of our knowledge and expertise and the positive impact that brings to our customers and partners.

Dynamic: We engender a positive attitude, full of energy and new ideas to continuously develop our services, products and relationships.

Supportive: We help each other, our customers and partners to thrive and succeed.

Job Purpose

The Marketing Officer is a hands-on, delivery-focused role responsible for planning and executing marketing activity across customer and partner communications.

Working closely with the Marketing & Communications Manager, the role supports campaign delivery, content creation, digital activity and performance reporting. It plays a key part in maintaining momentum, improving consistency and supporting the development of the Marketing Assistant.

Key Responsibilities

- Embody our Code of Conduct and Values and embed the principles of Consumer Duty across all activities, evidencing a strong commitment to the financial well-being of our customers

Marketing Campaigns & Delivery

- Plan and deliver marketing campaigns across digital channels including website, email, social media and partner communications
- Lead campaign execution from brief to delivery, with support and direction from the Marketing & Communications Manager
- Manage multiple workstreams while maintaining quality, accuracy and deadlines
- Contribute ideas to campaign planning and continuous improvement

Customer & Partner Communications

- Draft, edit and publish clear, accessible content for customer-facing communications
- Lead on partner-facing communications such as newsletters, updates and announcements
- Ensure all communications are inclusive, compliant and aligned with FCA and Consumer Duty principles
- Translate complex or technical information into plain English for varied audiences

Content, Digital & Website

- Maintain and update website content, ensuring accuracy, clarity and good user experience
- Support SEO-led content creation and optimisation
- Work with external suppliers (e.g. web or design support) where required
- Ensure content aligns with brand guidelines and tone of voice

Analytics & Reporting

- Monitor performance across key channels using analytics tools
- Produce regular performance summaries and insight reports
- Use data to recommend improvements to campaigns and content
- Support reporting for leadership and partner updates

Team & Collaboration

- Act as a day-to-day marketing support lead alongside the manager
- Support and share knowledge with the Marketing Assistant
- Work closely with colleagues across the organisation, including customer-facing, delivery and finance teams

Other Duties

This is not intended as an exhaustive list of duties. Other duties as may be reasonably required will form part of this job description.

Skills, Knowledge and Experience

Essential

- At least **2 years' experience** in a generalist marketing role
- Proven experience delivering marketing campaigns end-to-end
- Experience working with marketing tools such as Google Analytics, WordPress, HubSpot, Canva or Adobe Creative Suite
- Confident communicator, able to work independently and collaboratively
- Strong writing and editing skills
- Experience working across multiple digital channels
- Ability to interpret performance data and apply insights
- Highly organised, proactive and able to manage competing priorities

Desirable

- Experience in public sector, housing, financial services or social impact organisations
- Working knowledge of SEO and content optimisation
- Familiarity with accessibility standards or Consumer Duty
- Experience working with external stakeholders

Why Join Lendology

- Be part of a **B Corp** and purpose-led organisation
- Ethical Employer and people-first culture
- Work that makes a genuine social and environmental impact
- Training and Professional Development including opportunities to grow the role
- Nine Day Working Fortnight
- Real Living Wage employer
- Post Probation 8% pension contributions and health insurance
- Onsite parking
- Strong emphasis on work life balance
- Above statutory holiday entitlement and the potential to buy or sell one week of annual leave each year