
JOB DESCRIPTION

Job Title: Senior Marketing Manager, Retention 6-month maternity cover

Grade: E

Contract: 6-month maternity cover

Department: Group Brand and Marketing

Main purpose of job:

The Senior Marketing Manager – Retention is responsible for driving customer lifetime value across CAF's individual, corporate and intermediary audiences.

This role focuses on retaining, engaging and growing existing customers, delivering upsell and cross-sell opportunities through high-impact content, campaigns and customer journeys.

You will lead the development of end-to-end customer lifecycle strategies, with a particular focus on onboarding, re-engagement and dormancy, ensuring customers realise the full value of CAF's products and services.

This is a highly strategic and hands-on role requiring strong leadership, data fluency and collaboration across product, digital, product and customer teams.

Responsible to: Head of Marketing

Budgetary responsibilities: Marketing budget for retention activity

Responsible for: Marketing Manager, Retention

Key Job Responsibilities:

Customer Retention & Growth

- Develop and deliver CAF's customer retention strategy across key audiences and product lines
- Identify and execute upsell and cross-sell opportunities, increasing customer lifetime value
- Build highly targeted campaigns that deepen engagement and encourage repeat giving and product usage

Customer Journey & Lifecycle Management

- Own and optimise key lifecycle journeys including:
 - Onboarding (driving early engagement and product adoption)
 - Re-engagement (reactivating disengaged customers)
 - Dormancy prevention and win-back
- Map and continuously improve end-to-end customer journeys, ensuring a seamless and personalised experience

- Work closely with client and digital teams to deliver automated, scalable journey communications

Campaigns, Content & Channels

- Lead the delivery of integrated retention campaigns across email, digital and content channels
- Oversee the creation of compelling, insight-led content that supports customer education, engagement and product awareness
- Continuously test, learn and optimise channel performance and messaging

Data, Insights & Performance

- Own retention performance measurement and reporting, including:
 - Engagement, conversion and retention KPIs
 - Customer cohort analysis and lifecycle performance
- Use data analytics and visualisation tools (e.g. dashboards, reporting suites) to:
 - Provide clear, actionable insights to stakeholders
 - Inform decision-making and campaign optimisation
- Champion a test-and-learn culture, embedding data into all marketing decisions

Customer Readiness & Product Launches

- Partner with product, propositions and digital teams to support the launch of new products and services
- Lead customer readiness activity, ensuring customers understand, adopt and engage with new propositions
- Translate complex propositions into clear, compelling customer communications

Leadership & Team Management

- Line manage and develop a high-performing team, fostering a positive, collaborative and inclusive culture
- Provide clear direction, coaching and support to ensure strong delivery and professional growth
- Champion CAF's values, promoting a culture of accountability, innovation and continuous improvement

Stakeholder Management

- Work cross-functionally with CRM, digital, product, data and customer teams
- Influence senior stakeholders through clear storytelling, insight and performance reporting
- Ensure alignment between retention activity and wider marketing and organisational priorities

CAF Values and Behavioural Indicators

The CAF Values and Behavioural Indicators set out in a transparent and consistent manner the explanation of the performance expectations of all CAF People. Through the use of common language and common standard, it combines a set of behaviours with the required technical skills and knowledge needed to effectively perform in any given role in CAF. This is used for the assessment, management and development of performance of all our people across CAF

Please refer to the link: [CAF values and indicative behaviours](#) for the CAF Values and Behavioural Indicators.

Date: 02/06/2026

PERSON SPECIFICATION

Job title:

Date:

Attributes	Essential ✓	Desirable ✓	How Evidenced [†]
Experience <input type="checkbox"/> Significant experience in customer retention, lifecycle marketing or CRM marketing <input type="checkbox"/> Proven track record in upsell and cross-sell campaign delivery <input type="checkbox"/> Strong experience in email marketing, content marketing and integrated campaigns <input type="checkbox"/> Deep understanding of customer journey mapping and lifecycle optimisation <input type="checkbox"/> Advanced capability in data analysis, reporting and visualisation, with the ability to translate data into action <input type="checkbox"/> Experience managing and developing teams, with strong leadership and people management skills <input type="checkbox"/> Excellent stakeholder management and communication skills <input type="checkbox"/> Experience in customer readiness or go-to-market support for new products and services <input type="checkbox"/> Knowledge of financial services, charity sector or purpose-led organisations <input type="checkbox"/> Familiarity with marketing automation and CRM platforms	 ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	 ✓ ✓	
Qualifications <input type="checkbox"/> Bachelors degree		✓	
Personal Qualities <input type="checkbox"/> Customer-first and insight-driven mindset <input type="checkbox"/> Strategic thinker with strong execution capability <input type="checkbox"/> Collaborative and influential across functions <input type="checkbox"/> Passion for impact, giving and CAF's mission <input type="checkbox"/> Curious, proactive and comfortable working in a fast-evolving environment	 ✓ ✓ ✓ ✓ ✓		
What success looks like <input type="checkbox"/> Improved customer retention rates and lifetime value <input type="checkbox"/> Strong performance across onboarding and re-engagement journeys <input type="checkbox"/> Clear, data-driven decision-making embedded across the team <input type="checkbox"/> High-performing, engaged team delivering consistent impact <input type="checkbox"/> Successful adoption of new products driven by effective customer readiness activity			
Prior to Appointment			R/E

<p>All posts:</p> <ul style="list-style-type: none"> • Credit Check • Sanctions Check • Basic DBS Check • Employment References • Medical Clearance • Right to Work in the UK <p>FCA Approved Posts:</p> <ul style="list-style-type: none"> • Standard DBS Check 	<p>✓ ✓ ✓ ✓ ✓ ✓ ✓</p>		
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✓ Tick either the Essential or Desirable column as appropriate for each attribute
 † Insert the code from the key below for how you intend to assess this requirement e.g. at interview, via references etc.

Key
 R = References, E = Evidence/Certificates, A = Application, C = Competency Interview, T = Testing/Assessment