

Role Description	Customer Communications Manager
Hours of work	37.5 hours per week. Monday to Friday 0900hrs - 1730hrs (times may vary)
Location	Brightwell Barns, Ipswich
Salary	Negotiable
About Us	PolicyBee is a fast-growing, independent, online professional insurance broker. Our business is founded on a specific set of values, underpinned by a clear overall vision. That vision is to be the company of choice for the insurance needs of freelancers, sole traders and SMEs. We operate in a busy and constantly changing sector of the business insurance market. To stay successful, we must take note of what's going on around us, think on our feet and make changes when necessary. So, our team has to be proactive, innovative and creative as well as confident, communicative and very organised. As we continue to grow, customer communications are becoming increasingly important to how we support customers, build relationships and drive business performance. This role represents a significant investment in the future of our marketing team and the customer experience we deliver. Ultimately, we believe insurance should be done better. But we can't do it alone - we need the right people. That's where you come in.
Reports to	Head of Communications and Partnerships
The Role PolicyBee has reached a point where customer communications require dedicated ownership to ensure our strategy, projects and customer experience ambitions are delivered consistently and effectively. Communications are created and delivered across multiple teams and touchpoints, making it increasingly important to have someone responsible for ensuring they are planned effectively, delivered consistently and continuously improved. The Customer Communications Manager is a senior role responsible for owning and improving PolicyBee's external customer communications through email, SMS, voicemail and other direct customer channels. This is a new role and an important strategic milestone for the business. Customer communications are already recognised as a strategic priority for PolicyBee. We have an established communications strategy, a growing roadmap of projects and a clear vision for how customer communications can support both our customers and wider business goals.	

We're now looking for someone to take ownership of this area. This role will be responsible for turning strategy into action, delivering against an established programme of work and making a measurable impact across key customer touchpoints.

Sitting within the marketing team, the role combines project management, operational delivery, customer insight and performance analysis. It requires someone who enjoys bringing structure to complex work, coordinating activity across teams and using data to inform decisions and improve outcomes.

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Key Responsibilities	Customer Communications Ownership • Own the planning, coordination and delivery of customer communications across email, SMS, voicemail and other direct channels to deliver marketing strategy and achieve business goals. • Ensure communications are timely, accurate, relevant and aligned with PolicyBee's brand DNA. • Maintain oversight of customer communications across the business to ensure consistency. • Develop a strong understanding of the systems, processes and tools that underpin customer communications, identifying opportunities to improve efficiency, consistency and customer experience. Customer Journey Improvement • Understand key customer journeys and identify opportunities to improve communication at critical touchpoints. • Work closely with stakeholders across marketing, DevOps, customer service and compliance. • Help shape future communications based on customer needs, business priorities and performance data. Performance and Insight • Monitor, analyse and report on communication performance. • Use data and customer insights to identify trends, opportunities and actionable areas for improvement. • Create and present reports and recommendations across teams and to the Board. Project Management and Coordination • Lead cross-functional communications projects from planning through to delivery. • Coordinate activity across multiple stakeholders and teams. • Manage priorities, dependencies and timelines to ensure effective delivery. • Use project management tools and processes to maintain visibility and momentum.
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	Operational Excellence • Ensure communications are delivered efficiently and to a high standard. • Identify opportunities to streamline processes, improve workflows and make better use of technology and automation. • Work closely with DevOps and other stakeholders to identify opportunities for automation, process improvements and enhancements to customer communication workflows. • Help develop a more structured and scalable approach to customer communications as the business grows. • Work closely with compliance to ensure communications remain accurate, appropriate and customer-focused. • Support the ongoing review and improvement of communication processes to ensure regulatory requirements are met as the business evolves.
About You	This role spans the breadth of customer communications, from customer-facing communications through to the operational systems that support them. The successful candidate will be curious about how things work behind the scenes, willing to learn our systems and processes, and be comfortable working closely with the DevOps team to identify opportunities to improve both customer outcomes and operational efficiency. As a regulated business, customer communications must meet both customer needs and regulatory requirements, making attention to detail and effective stakeholder collaboration essential to success in this role.
Personal qualities	You will: • Share the values of the company. • Have drive, self motivation and determination to achieve results. • Communicate with customers following PolicyBee's tone of voice and style guide. • Use effective listening skills. • Be able to work to deadlines, manage time effectively. • Have positive enthusiastic attitude. • Be team player. • Achieve the objectives set in your personal development review, within the time limit specified. • Be and an ambassador for PolicyBee in and outside of work.
Reviews	Reviews are undertaken on a regular basis to help you develop in your role. Reviews during your probation period, will be carried out at weeks 1, 2, 3, 4, month 2 and month 3 • After a successful probation period, reviews will be carried out every month and annual 360 reviews.

FCA Compliance Responsibilities	PolicyBee's business activities are regulated by the Financial Conduct Authority (FCA). As a team member, you're required to: Be aware of the importance of FCA compliance in respect of your activities Comply at all times with the requirements of FCA rules and be aware of the company's policies in respect of Treating Customers Fairly.
We may, when required, amend this job description from time to time.	