

Job vacancy

Growth Marketing Manager

Date: December 2025

Looking for an exciting and rewarding career?

theidol.com is looking for a Growth Marketing Manager who can combine creativity, campaigns, and commercial impact to accelerate growth for our incubator brands—Annuity Ready and Protect My People.

The Idol is a successful financial technology business based on the edge of the stunning Lake District Nation Park in Cumbria. Our location offers the opportunity for an exceptional work-life balance, allowing you to enjoy the countryside, find inspiration, and unwind.

We've been innovating in financial services since 1999 and are dedicated to transforming insurance technology to protect what matters.

As part of the Legal & General Group (since 2010), we proudly partner with household brands such as Go.Compare, ComparetheMarket and Confused.

We are committed to early adoption of new technologies, progressive working practices, and supporting everyone to be accountable to deliver their best quality work. You can find out more on [our website](#).

Job purpose

In this role, you'll craft compelling content, plan and deliver integrated campaigns, and use data-driven insights to optimise performance.

From articles and social posts to partnerships and PR activations, you'll ensure our stories resonate and drive measurable growth. You'll also lead the way in how our content is discovered and amplified in emerging spaces, including AI-driven platforms—making sure our brands stay ahead in a rapidly evolving landscape.

This is a hands-on role for someone who thrives on variety, balancing editorial excellence with strategic thinking and a growth mindset.

Principle accountabilities

- Create engaging, high-quality content across formats—articles, presentations, podcasts, and video scripts—that helps our brands stand out and connect with audiences.
- Plan and manage content calendars to support integrated campaigns and timely storytelling.
- Stay attuned to how content is discovered and surfaced across evolving AI platforms—exploring opportunities to adapt and optimise for evolving search behaviours.
- Collaborate with internal teams and external partners (e.g. agencies, designers, videographers, compliance) to ensure content is on-brand, consistent, and campaign-ready.
- Edit and proofread content to maintain a strong, clear editorial voice and uphold brand standards.
- Build and nurture relationships with relevant influencers, media contacts, and stakeholders.
- Responsible for connecting activities with commercial outcomes and measuring their impact.
- Track and collect customer insights to apply into continuous improvements.
- Support the development of thought leadership and editorial pieces that position our brands as credible, expert voices in their markets.

- Consider, relevant to your role, the needs and objectives of all our customers, including vulnerable customers, to ensure that they receive good outcomes.

Person specification

Knowledge, experience and qualifications

- Editorial & Storytelling Skills – Strong writing and editing abilities, with a natural instinct for crafting clear, engaging content across formats—from articles and social posts to scripts and thought pieces.
- Content Strategy & Coordination – Experience planning and managing content calendars, working across teams, and delivering high-quality work to deadlines in a fast-paced environment.
- Media & Influencer Engagement – Confident in identifying opportunities for coverage, pitching stories, and building relationships with agencies, journalists and influencers.
- PR & Brand Communications – Solid understanding of PR principles and the UK media landscape, with experience communicating brand messages across earned and owned channels.
- Digital Distribution & Amplification – Familiar with SEO, social media, and email marketing as tools to extend reach and drive engagement.
- Performance & Insight – Combines analytics expertise with commercial awareness to track content performance, identify influencing factors, and act on insights to improve business outcomes.
- Compliance & Best Practice – Awareness of legal and ethical considerations in content and communications, including copyright, GDPR, and industry standards.
- Education – A degree in Communications, Journalism, Marketing, English, Media Studies or a related field is desirable.
- Professional Development – Certifications such as CIPR or PRCA are a plus, but not essential.

Behaviours

- Demonstrates outstanding verbal and written communication skills, adapting style to engage effectively with colleagues, direct reports, senior management, and external stakeholders.
- Responds positively to changing priorities and business needs, showing resilience and the ability to adjust direction when required.
- Self-motivated and proactive in managing workload, consistently meeting deadlines and delivering high-quality outcomes.
- Manages multiple projects simultaneously, effectively prioritising tasks to meet competing deadlines.
- Builds positive relationships by fostering an inclusive, supportive, and friendly working environment; provides clear direction and constructive feedback to others.
- Embraces change and demonstrates the ability to lead and drive forward agile ways of working and operational strategies.
- Takes ownership and accountability for their role and conduct to ensure good outcomes for customers.

Scope

This is a full-time Monday to Friday role working an average 37.5 hours per week.

Hybrid flexible home/office working supported. There is a requirement to attend the office in Cumbria approximately twice a month or as frequently is required to meet the role requirements (expenses will be provided depending on your location). Salary From £40,000 depending on experience, 25 days holiday plus

public holidays, plus performance rated bonus, enhanced pension, and generous private medical, family, sickness and insurance benefits, and share schemes.

Closing date for CVs to be submitted is 9 am, Monday, 12 January.