

PART 1: ROLE DESCRIPTION

ROLE TITLE: Deals Manager

REPORTING TO: Head of Editorial, MSE

DIRECT REPORTS: Six currently
(plan is for a team of 12)

DEPT/SECTION: Editorial – Deals

TEAM SIZE TOTAL:
22 (Editorial, excluding interns)

OVERALL PURPOSE OF ROLE:

MoneySavingExpert.com is the UK's biggest consumer website with over 13 million users a month. The site's dedicated to cutting your bills and fighting your corner with journalistic research, cutting-edge tools and a massive community – all focused on finding deals, saving cash and campaigning for financial justice.

This is an exciting new role, responsible for planning and running a three-year strategy to drive the site's deals area (vouchers, sales, hot bargains, discounts, etc) by:

- Recruiting a second deals team, doubling the number of researchers in place.
- Redesigning the back and front end of the deals site and pages, working with the Forum Manager to optimise our live feed of hot forum deals, further improving traffic and the team's high quality, exciting content.
- Optimising the deals section for search, social media and mobile, working closely with the Head of Development.

This is to be delivered while sticking to MSE's Editorial Code and principles – all top deals, best buys, tips or suggestions are based purely on editorial merit and are not commercially influenced.

MAIN ACTIVITIES/TASKS:

- Plan and run a three-year strategy for MSE's deals section, to achieve visitor, click-through and revenue projections. This will include:
 - o Developing a deals roadmap based on user and business needs.
 - o Managing a plan to overhaul the deals pages' design and back-end administration for the second half of 2013, in close collaboration with the Head of Development and Forum Manager.
 - o Developing a mobile and social media strategy for deals, working with other staff.
- Own the deals team's targets and work with the Finance Business Partner to highlight potential new growth areas and associated investment requirements.
- Work closely with the Head of Commercial and providers/suppliers to set up brilliant, engaging deals in line with strategy and the Editorial Code.
- Where required, deliver presentations on MSE to providers/suppliers and negotiate deals at different levels, including executive and board.
- Work closely with the search team to optimise the deals area of the site, boosting search rankings for important keywords and driving new users to the site.

- Work with the Forum Manager to set the site's social media strategy – the deals section is a crucial tool to generate interest.
- Manage deals researchers, ensuring write-ups are consistent and required editorial checks are done prior to publication.
- With the help of the Finance Business Partner, forecast visitors, redemption and revenue for new deals, factoring in risks and making assumptions on market. Once launched, model the benefits and suggest improvements to the business and providers (if appropriate) when deals are re-offered.
- Come up with new ways to boost the deals area's visitors and revenue.
- Work closely with the Production Coordinator to ensure deals are scheduled and completed for the weekly email.
- Use in-house tools to track deals' redemption rates, solve problems and liaise with suppliers to resolve users' issues.

ACCOUNTABILITY/RESPONSIBILITY :

The successful candidate will be responsible for:

- Setting a three-year deals strategy to drive growth.
- Managing the site's deals area to achieve visitor, click-through and revenue targets.
- Leading and motivating the deals team, recruiting a second deals team in H2 2013 and integrating responsibilities.
- Optimising the Deals platform based on overarching goals and KPIs.

SPECIAL REQUIREMENTS :

- n/a

PRIME ROLE LOCATION: MoneySavingExpert.com Ltd, Shepherd's Building, Charecroft Way, London W14 0EH.

PART 2: ROLE REQUIREMENTS

REQUIRED KNOWLEDGE & SKILLS:**EXPERIENCE:**

- Four or more years of relevant business development and/or product development experience, preferably in deals or vouchers on the web.
- Three or more years of people management experience (indirect or direct).
- Proven track record managing third-party relationships or affiliate marketing with an emphasis on growing the business.
- Experience of web analytic tools.
- Experience of social media marketing.
- Solid understanding of online marketing

PERSON SPECIFICATION:

- Educated to degree level.
- Focused, determined and solution-orientated.
- Driven – able to rise to a challenge and focus on delivery.
- Creative and innovative with a proven ability to execute ideas.
- Can-do attitude, a self-starter with a high level of initiative.
- Confident and assertive – able to hold others to account for delivery.
- Ability to influence effectively, with excellent communication skills.
- Ability to build key relationships with a range of internal and external people at all levels.

SUCCESS MEASURES:

- Increased revenue from the site's deals area over and above current plans.
- Increased number of market-leading deals on the site.
- Increased exposure of hot trending deals through forum and search initiatives.