

Meet Rebecca... Our Senior Marketing Manager

June 2019

Joined via graduate scheme

Dec 2020

Promoted to Campaign Manager

August 2021

Promoted to Marketing Manager

April 2023

Promoted to Senior Marketing Manager



Rebecca, when did you join Uinsure?

I joined the team in June 2019 when Uinsure was still a relatively small business and have seen it grow massively over the past 5 years. I joined via a competitive graduate scheme which culminated in an intense day of interviews, group activities and pitching before I was successfully offered a role within the company.

Wasn't your new role a career change for you?

Yes! This was my first role within Financial Services and was a complete career switch for me. I'd previously worked in Fashion Marketing and the Food industry, so I really had to learn on the job and quickly, to keep up with the fast-paced environment that we have here!

So what was your first role at Uinsure?

I joined as Sales and Marketing Assistant and my role was split equally between the two teams. I worked alongside the Marketing Manager to create digital content such as emails, social media artwork and website updates but also worked very closely with our BDM team to support our key partnerships and coordinate events.

What did you enjoy about that role?

The role was great for allowing me to gain a greater understanding of how the business worked and build my relationships with key stakeholders both internally and externally.

What happened next?

When Covid struck, my role grew massively as I had the knowledge and skills to support numerous other departments as and when it was required. We all had to get stuck in together and this enabled me to demonstrate my value within the business that resulted in a promotion to Campaign Manager by the end of 2020.

Amazing, and what was that role like?

In this new role, I led all our Marketing campaigns and initiatives and was able to work even closer with our key partnerships such as Mortgage Networks and Clubs to run campaigns with them to drive sales.

This allowed to expand my role and by August 2021, I was promoted to Marketing Manager which gave me the additional responsibility of leading our growing Marketing team. In this role I managed the creation and implementation of all marketing content including social, email and digital, alongside providing marketing support for the Sales team.

And what is your current role?

In April 2023, I was then promoted to Senior Marketing Manager. I'm responsible for developing marketing strategies and initiatives, monitoring and measuring the effectiveness of these, managing resources and communicating marketing activity to key stakeholders.

What do you enjoy most about working at Uinsure?

Uinsure feels like one big team. The company recognises its people and they are the foundation of everything we do. We all work cross-functionally and support each other to reach our goals.

As for my role itself, I most enjoy working collaboratively with others. I love sharing ideas with each other and seeing what seems to be an abstract idea be shaped into something groundbreaking and industry leading, such as our UinsureCX technology. It

What does your day to day look like?

My job can be very varied. A typical day will include a team meeting where we align with our OKR's (Objectives, Key Results) which keeps us focused and ensures we're up to speed with each other's work.

I would then work on our latest project which would be treated as the highest priority. This could be a new partnership that we're announcing, new technology that we're launching or any product changes that will need to be marketed to the industry. I'd also be collaborating with other teams such as Sales, Product, Compliance and Tech to ensure the Marketing team knows what's happening and we are all aligned. Sometimes this forms workshops where we'll be sharing ideas, asking questions and forming a strategy to bring something to life.

Tell us, what excites you most about your future at Uinsure?

The company is growing rapidly and it is a very exciting journey to be part of. New roles and even new teams are being created which brings fresh ideas to the company alongside tonnes of knowledge and experience. The plans for the next few years are extremely ambitious but I can't wait to be part of it.

