

# ROLE PROFILE

## Campaign Manager - Brand



### **Job Purpose:**

This role leads proposition development, campaign delivery and performance within the Marketing & Communications Team. It is responsible for the integrated planning of activity across channels, working closely with others in the team to deliver direct response and brand led campaigns. This role will require you to be a strategic thinker, providing consultancy and recommendations to internal stakeholders to achieve our income and charitable objectives across a broad range of audiences. Managing third party agencies, delivering through others and identifying opportunities for continual improvement and optimisation are core to this role.

### **Reports to: Head of Brand & Campaigns**

### **Key Responsibilities and Accountabilities:**

- Proposition Development – you will be responsible for developing new strategic products/ propositions and for developing propositional messaging across core campaigns. This will include how we activate and embed our brand across a broad range of audience segments.
- Performance marketing – you will lead channel planning and agency relationships to ensure we are being data led and investing budget efficiently, being agile in our approach and working at pace
- Strategic advice & support – as the internal expert across on and offline marketing channels, you will provide recommendations and inspire stakeholders with plans using the latest industry knowledge
- Agency management – you will work with specialist agencies and freelancers, briefing new campaigns and monitoring performance, working with them as an extension of our team
- Campaign Planning – you will hold responsibility for campaign planning across both online & offline channels, briefing creative and leading for integration with owned and earned channels
- Specialist audience campaigns – you will develop and deliver audience led campaigns to broaden our engagement and reach
- People management – you may be required to manage at least one marketing executive, ensuring that their work is delivering against organisational objectives, whilst also focusing on their personal development

## **Person Specification:**

### Essential Criteria

- A marketing professional with significant experience of developing and delivering audience led product/propositions and campaign propositional messaging
- Significant experience of campaign planning and delivery using online & offline techniques
- Strong direct marketing expertise, with the ability to develop responsive content across all channels
- Solid understanding of digital channels including display advertising, paid social, affiliates, email and PPC
- Good understanding of offline channels and direct marketing, and how to best integrate with digital channels
- An understanding of measurement techniques and tracking needs for both online and offline channels
- Ability to build strong, collaborative working relationships and lead campaign delivery across the wider team and organisation
- Ability to influence, interrogate, develop and respond to briefs
- Excellent attention to detail
- Knowledge of legislation such as GDPR

### Desirable Criteria

- Experience of objective led campaign delivery within either a membership or fundraising organisation
- An inquisitive mind and able to identify opportunities and solutions
- Ability to work within a performance focussed, agile environment
- Experience of managing large budgets to meet organisational objectives
- Ability to remain calm and positive whilst working under pressure
- Innovative and able to find creative solutions