

Marketing Campaign Manager

- Are you passionate about creating customer-first marketing campaigns that shape a better world, guided by cutting-edge marketing and digital best practices?
- Do you thrive on owning campaigns end to end, blending creativity with data-driven insight that support business objectives and commercial growth?
- Could you help develop always-on connected campaigns that bring together products and propositions in a customer-centric way?

£21,600-£23,400 (£36,000-£39,000 FTE)

Fixed Term Contract until May 2027 / Part Time – 21 Hours per Week

Stevenage with Hybrid Working

If you're a modern marketer with a commercial mindset, driven by curiosity, learning, and meaningful impact, this could be the place where you grow too. You'll be joining a large, supportive marketing and communications community — a team of **40+ professionals**, giving you the chance to learn from experienced peers, share your own expertise, and grow through collaboration.

Part-Time Working Arrangement – We are happy to explore flexible working arrangements that suit you. The only set requirement is that Thursdays are our key team day, so we ask everyone to be in the office until at least 3pm. Beyond this, as part of our hybrid approach, you'll need to be in the office for one additional day every two weeks (with Thursdays included in the three-day total which is the overall requirement) to support collaboration and connection across the marketing team.

What you'll be doing

As a Marketing Campaign Manager, you'll lead the end-to-end delivery of integrated campaigns that help us connect with our members and customers in the engineering community. From strategy and planning through to execution and optimisation, you'll ensure everything we do is insight-driven, digitally confident, and commercially focused.

Reporting to the Marketing Manager for our Campaigns team, this role is focused on our B2C member and customer campaigns that support lead generation, engagement, and growth. You'll play a key role in our shift toward always-on, connected campaigns - bringing our offer together in a way that feels seamless, relevant, and valuable.

You'll be working closely with a team of Digital Marketing Executives and Marketing Campaign Executives as well as our specialist digital marketing and brand & creative teams, and with external agencies, to brief in your marketing challenge and ensure campaign assets, content and outcomes are aligned to business objectives. Choosing the right channels and strategies, you'll deliver cohesive, high-impact campaigns that deliver measurable results.

Collaboration is central to this role. You'll work across product, proposition, marketing, sales, engagement, and operations teams to ensure campaigns are insight-led, well-integrated and consistently executed, aligned to lead generation and conversion goals.

You'll be instrumental in embedding best practice, using data and insights to tailor campaigns to deliver relevant on-brand messages and content, and to measure channel and campaign performance to optimise activity and demonstrate ROI. You'll also manage budgets effectively to ensure cost-efficient delivery and maximum impact.

What we hope you can bring to the role

We're looking for an experienced marketer with a strong track record in end-to-end campaign delivery. You'll confidently translate strategy into well-executed, measurable campaigns, taking ownership of planning, implementation and optimisation to drive meaningful business outcomes.

You'll bring excellent project management skills, able to juggle multiple priorities while keeping campaigns on track with clarity and momentum. Central to the role is your ability to brief, delegate and empower internal colleagues and agency partners, providing clear direction, feedback and support to ensure campaign elements come together seamlessly.

You'll be data-led and commercially minded, using insight to optimise performance, manage budgets effectively and demonstrate impact, while collaborating closely with stakeholders across marketing, sales and delivery to create joined-up campaign experiences.

From a development perspective, you'll be supported to keep growing your skillset, with access to learning platforms such as Target Internet and Propolis, enabling you to stay current with modern marketing practices and continue building skills that strengthen both your impact and support the wider team.

A little more about the role

- Develop and deliver strategic, insight-led campaign strategies aligned to business objectives and commercial growth.
- Own campaign delivery from briefing and planning through to execution and evaluation.
- Work with Brand and Creative teams to develop high-quality, engaging campaign assets and content
- Work with digital specialists to embed digital marketing best practice across content marketing, PPC, search and social media.
- Coordinate activity across digital, email, partnerships, exhibitions and offline channels as required.
- Track, analyse and report on campaign performance, using insight to optimise activity and demonstrate ROI.
- Collaborate closely with Sales and Impact and Member and Customer Engagement teams to support lead generation, conversion and engagement.
- Manage campaign budgets effectively, ensuring cost-efficient delivery and strong value for money.
- Apply audience segmentation and personalisation to tailor campaigns and increase relevance and engagement.
- Stay up to date with marketing trends, tools and innovations, applying learning to improve campaign effectiveness.

A little more about what we're looking for

- Proven experience delivering strategic, data-led marketing campaigns from planning through to execution.
- Strong knowledge of digital marketing channels including PPC, email, search marketing and social media.
- Strong analytical skills, with the ability to interpret performance data and apply insights to improve results.
- Experience working collaboratively with sales and engagement teams to align marketing with commercial goals.

- Excellent organisational and project management skills, able to juggle multiple priorities effectively.
- Experience working with creative teams, providing clear briefs and constructive feedback to deliver on-brand assets.
- Strong stakeholder management and communication skills, working confidently across teams and with external partners.
- The ability to delegate and empower supporting teams to deliver campaign activity.
- Experience managing budgets and maximising return on investment.
- A proactive, adaptable mindset, comfortable working in a fast-paced, evolving environment.

We'd love to get to know you

Is imposter syndrome creeping in? Don't let it stop you; if you meet most (not all!) of the criteria, please apply. We'd much rather hear from you and review your application than miss out altogether.

Please download the full Job Description for a little more information about the role; but also, keep in mind that we're open to discussing flexible ways of working, including reduced hours and working in an agile way, supported by a hybrid working framework that allows you to find the best place to do your best work.

The IET will collect, use and handle personal information about you in connection with our online and offline recruitment activities. For further information about privacy please see our [Recruitment Privacy Notice](#)