



Creating a world of better opportunities

Job description

Marketing Campaign Manager

Hybrid - Stevenage

Permanent

Grade 8

Full-Time - 35 Hours per Week

Reports to: Marketing Manager – Campaigns / Marketing Manager – Events and Learning

Where the role fits

Campaigns and Operations Team

Marketing and Communications – Engagement and Growth

Purpose of the role

As one of our Marketing Campaign Managers, you will be responsible for the end-to-end management of marketing campaigns, from strategy and planning through to execution and measurement. Reporting to the Marketing Manager, this role will oversee the shift from isolated, one-off campaigns to larger, always-on integrated campaigns that bring together the best products, services, and solutions to drive engagement, acquisition, and retention among members and customers. Assigned primarily to either lead generation, demand generation or event-focused campaigns, you will work closely with the Digital Marketing Executives, Marketing Campaign Executives and across the wider specialist layer to execute effective campaigns, leveraging a blend of digital and offline channels to deliver measurable results.

Our five behaviours

Created by our people – for our people; our behaviours underpin much of what we do and reinforce the type of organisation we want to be. They're an integral part of how our performance is managed and how we recognise great work, and map across our learning and development offering too.

You will seek to bring our behaviours to life in all that you do:

- **Include everyone**
- **Do your very best**
- **Take full ownership**
- **Work well with others**
- **Openly communicate**

Main duties and responsibilities (not necessarily in priority order)

- **Campaign Strategy & Planning:** Develop campaign strategies that align with business objectives, focusing on blending integrated, always-on activity with targeted interventions to maximise audience engagement. Build data-driven plans that incorporate both digital and non-digital elements to create a cohesive, impactful omni-channel campaign experience. Work with the Marketing Manager and PPM colleagues in particular to ensure insights and propositions are captured and integrated into campaign strategy.
- **Campaign Ownership & Implementation:** Oversee all aspects of campaign execution, including creative development (in collaboration with the Brand and Creative team), channel selection, and messaging. Coordinate with Digital Marketing Specialists, Digital / Campaign Executives to help implement campaigns across digital ads and targeting, email, social media, partnerships, exhibitions, and other channels as needed.
- **Digital Marketing Focus:** Ensure all campaigns incorporate digital best practices and leverage the latest digital marketing tactics in core fields such as content marketing, search marketing, PPC, and social media. Ensure your campaigns are fully optimised for digital channels, enhancing reach and engagement.
- **Integrated Campaign Coordination:** Lead the transition to more unified campaign structures, working across PPM, Operations and delivery teams to bring a consistent, high value offer to members and customers. Be an active member of the wider Marketing and Communications team to share best practice, align priorities and work efficiently.
- **Campaign Performance Measurement & Reporting:** Track, analyse, and report on campaign performance, using data to refine and optimise campaign activities. Report on KPIs, engagement metrics, and ROI to demonstrate impact and inform future campaigns.
- **Collaboration with Marketing & Creative Teams:** Work closely with the wider marketing team, content, and design teams as needed to develop cohesive campaign assets and ensure brand consistency. Liaise with external suppliers and agencies as needed for campaign support.

- **Sales and Engagement Team Liaison:** Collaborate with Sales & Impact and Member & Customer Engagement teams to develop and execute joined-up campaigns, ensuring marketing activities align with sales objectives and support lead generation, conversion, and customer engagement.
- **Budget Management:** Manage campaign budgets effectively, ensuring campaigns are delivered within financial parameters and provide a strong return on investment. Contribute to the annual business planning round as required through the development of thorough bottom-up budget plans and forecasts in collaboration with sales and engagement colleagues.
- **Audience Segmentation & Personalisation:** Work with the Data & Insight and Digital Marketing Teams in particular to use audience insights and segmentation to tailor campaigns, delivering personalised experiences that enhance relevance and engagement.
- **Continuous Improvement & Best Practice:** Commit to continuous learning and development and stay up to date on marketing trends, tools, and industry best practices; applying insights to continually improve campaign performance and drive innovation in campaign delivery.
- Any other duties as are reasonable as per the skill and experience of the post-holder.

The following generic responsibilities would also apply to the role. Specific responsibilities will vary depending on the department and level of seniority.

- **Deliver operational excellence:** You'll be responsible for the efficient and effective execution of day-to-day tasks and projects, ensuring they align with organisational goals.
- **Collaborate for success:** You'll work closely with colleagues across departments, fostering open communication and a collaborative environment to achieve shared objectives.
- **Support continuous improvement:** You'll actively participate in identifying areas for improvement and implementing solutions to enhance efficiency and effectiveness within your area.
- **Develop and motivate teams:** For manager roles, you'll be responsible for coaching, motivating, and facilitating the learning and development your team to achieve their full potential, fostering a positive and inclusive work environment.
- **Enhance team strengths:** You'll support your team in understanding and using their individual strengths to improve productivity and engagement, ensuring everyone can contribute effectively.

Skills and experience required

- **Proven Campaign Management Experience:** Extensive experience in end-to-end campaign management, from strategy through to execution, with a focus on delivering integrated, multi-channel campaigns.
- **Digital Marketing Proficiency:** Good, implementable knowledge of digital marketing tactics, including PPC, email, search marketing and social media. Ability to guide and optimise digital campaign activities to maximise engagement and ROI.
- **Sales Collaboration Skills:** Experience working collaboratively with sales / engagement teams to align marketing strategies with sales goals, develop joint campaigns, and enhance lead generation and conversion efforts.
- **Analytical Skills:** Understanding of analytics tools to measure campaign performance, interpret data, and use insights to inform optimisation.
- **Project Management & Organisation:** Strong organisational skills, with the ability to manage multiple campaigns and priorities simultaneously, ensuring on-time and on-budget delivery.
- **Creative Collaboration:** Experience working with creative teams to develop compelling, on-brand campaign assets. Ability to provide clear, structured feedback and ensure high-quality creative output. Able to interpret and follow brand guidelines effectively and cohesively.
- **Stakeholder Engagement:** Excellent interpersonal and communication skills to collaborate with internal teams, external agencies, and stakeholders across the organisation.
- **Budget & Resource Management:** Proven ability to manage campaign budgets effectively, maximising value and ensuring cost-effective delivery.
- **Adaptability & Innovation:** Ability to adapt to changing priorities and continuously improve campaign approaches. Creative mindset with a strong commercial focus.

- **Relevant Qualifications:** Demonstratable commitment to continuous learning and development – e.g. CIM, IDM Diploma or digital platform accreditations etc – are advantageous

The following generic skills and experiences would also apply to the role. Specific requirements may vary depending on the department and level of seniority.

- **Leadership and motivation:** Where required, experience in a role is demonstrating strong leadership, motivational abilities, and the ability to delegate effectively.
- **Collaborative communication:** You'll possess excellent written and verbal communication skills with a focus on active listening, clear communication, and building strong relationships with colleagues.
- **Strong organisational and time management:** You'll demonstrate excellent organisational skills with the ability to prioritise effectively, manage your workload to meet deadlines consistently, and ensure project deliverables are achieved on time and within budget.
- **Technical and operational expertise:** You'll possess a strong understanding of the relevant technical or operational area, coupled with a strategic mindset and problem-solving skills to identify and implement solutions to ensure smooth delivery.
- **Teamwork and independent work:** You'll be a strong team player with the ability to work independently and take initiative when required.
- **Promoting a positive and inclusive work environment:** You'll be passionate about creating a positive and inclusive work environment where diversity is celebrated, teamwork is valued, and collaboration thrives.
- **Proficiency in IT tools:** You'll be proficient in Microsoft Office applications and demonstrate a willingness to learn and use any applicable support systems, including CRMs and databases.

Document control

<i>Authorised by</i>	<i>Job Title</i>	<i>Date</i>
<i>Head of Department</i>	<i>ST, Head of Marketing and Communications</i>	<i>November 2024</i>
<i>Strategic People Partner</i>	<i>VD, Strategic People Partner</i>	<i>November 2024</i>

This job description is not intended to include specific tasks, temporary activities or projects but aims to describe the overall purpose and outputs for the role and may be subject to change. Using this role profile, specific success objectives will be part of the ongoing performance conversations with your manager throughout the year.

It's the expectation that you will understand and keep up-to-date with all IET mandatory policies and appropriate training, including data protection and data handling, as well as current Healthy and Safety policies.