

## B2B Marketing Campaigns Manager

### Job description

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**Job Title:** B2B Marketing Campaign Manager  
**Directorate:** Business Development and Services  
**Location:** Bristol  
**Pay:** £34838 (pay band 2)  
**Contract:** Permanent  
**Hours:** 37

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### Job summary

A skilled campaigns professional, you will be responsible for really getting under the skin of our B2B audiences, to discover what makes them tick, what they need and how they will respond. You will craft carefully thought-through integrated campaigns, liaising with the Senior Marketing Manager and other key individuals across the business to ensure alignment with business priorities. You will be responsible for pulling together the annual campaigns plan, for working with fellow marketing professionals in a small team to develop and implement each campaign, maximizing on ROI throughout to ensure objectives are met and performance targets achieved.

Whilst there is currently no line management responsibility assigned to the role, you will be involved in directing the activity of others in the achievement of campaign plans and objectives.

### Key responsibilities

- To be responsible for planning, developing and delivering the annual integrated campaigns plan, from brief through to post-campaign analysis and reporting
- Working with the Senior Marketing Manager, to align the annual campaigns plan to business strategy and priorities
- To use your expertise to support the achievement of prioritised objectives and performance targets for each campaign, including lead generation and customer acquisition
- Using a range of approaches, to maximise on ROI for each campaign, ensuring we get the most value from the work that we do and that any agencies we work with are held accountable to maximise on ROI on our behalf

- To develop a deep understanding of our audiences across the sectors we work in, their needs and how to reach them. To share this understanding with marketing and sales colleagues to develop campaign propositions, key messages and engaging content
- To establish a network of agencies and freelancers, including full service, digital and creative, to be commissioned within the team as needed
- To produce post-campaign reports, including measurements against key targets and metrics, using any insight gained to improve on future campaigns
- As part of campaigns activity, to plan for relevant presence at trade shows, exhibitions and conferences
- To ensure brand compliance throughout campaigns, always on the lookout for imaginative and innovative ways of extending reach and influence
- Develop and maintain positive working relationships with fellow colleagues and key external stakeholders
- Comply with the Workforce Development Trust's policies and procedures, ensuring you fulfil all expectations around health and safety, diversity and equality, acceptable use of IT policies, etc
- Ensure compliance with all relevant legislation and codes of practice regarding use of personal data, advertising and direct marketing. This includes, but may not be limited to, the General Data Protection Act (2018), the consumer marketing authority guidelines and advertising standards authority guidelines
- To undertake any additional work or activity you are asked to do to support the Senior Marketing Manager and as part of your role as a member of the Marketing and Communications Team.

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## Job description completion

Name	Sarah Stewart
Job Title	Senior Marketing Manager
Directorate	Business Development and Services
Date	19 April 2018

All job descriptions are subject to review. Post holders are expected to be flexible and prepared to carry out any similar or related duties, which do not fall within the work outlined. The line manager, in consultation with the post holder will undertake any review.

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## General information

### **Our path to 2022**

This is an exciting time to join the WD Trust. We have recently redefined our vision and mission and are currently working to develop our new strategy for the next five years. We have ambition for significant growth, increased market penetration and entry into new markets. The Marketing and Communications Team will be key to helping the organisation achieve these ambitions.

### **Our values**

We all share the same values and apply them in everything that we do, including how we engage with each other, our external audiences and stakeholders:

- Integrity, honesty and quality
- Respect, consideration and support
- Innovative, creative and flexible
- Passionate

We have a zero-tolerance approach to bullying and harassment of any kind; all employees have a right to work in a safe and supportive environment.

### **Safeguarding**

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. We expect all staff to share this commitment.

### **Equality and diversity**

As an organisation we recognise that we have different identities – we embrace and celebrate our differences positively. We promote an enabling and inclusive environment where, throughout their employment, all staff are treated fairly, with dignity and respect. We are committed to eliminating unlawful discrimination and promoting equality of opportunity for all.

### **Health and safety**

We are committed to providing a healthy and safe working environment for our staff, our stakeholders and our customers. You are expected to take care of yourself and others at work. You are also expected to comply with all relevant instruction, to complete all necessary training, and to take care of yourself and others whilst at work. All staff are expected to fully cooperate to ensure the organisation can carry out its legal duty under Health and Safety legislation.

### **Confidential and private information**

Within this role, you will either need to use or be party to both private and confidential information. You are expected to hold such information in confidence and not to disclose it to anyone, unless required to do so in your role or by law.

### **Other employment and conflicts of interest**



In keeping with our values, prior to employment you will be expected to declare any other employment or interest which could be seen to conflict with this role, or with the purpose and work of the WD Trust or any of its constituent parts.

**Work/life balance**

This is an office-based role, working in our Bristol Head Office. We normally work five days a week, Monday to Friday, from 09.00 to 17.00, with a break for lunch. Requests for flexible working will be considered fairly, in line with current legislation and the requirements of the business.

On occasion you will be required to work outside of these normal working times as part of your role. You will also be required to travel within the UK and to stay overnight. You may be asked to record your working time in consideration of time off in lieu or to ensure compliance with Working Time Regulations.

## Person specification

**Job Title: B2B Marketing Campaign Manager**  
**Directorate: Business Development and Services**

CRITERIA	ESSENTIAL	DESIRABLE	EVIDENCED BY (SEE KEY BELOW)
<b>Education and qualifications:</b> <ul style="list-style-type: none"> <li>Educated to degree level or equivalent professional qualification, preferably in marketing or related field</li> <li>CIM qualifications</li> <li>CIM membership</li> </ul>	X	X X	A A A
<b>Skills and experience:</b> <ul style="list-style-type: none"> <li>At least three years' relevant experience in a similar role and at a similar level</li> <li>Significant B2B marketing experience with a proven track record of delivering first class campaigns</li> <li>Good use of project management techniques to develop and deliver campaigns, including ability to plan, prioritise, execute and measure, ensuring agreed budgets are fully utilized and that ROI is maximized</li> <li>Proven track record of achieving targets and objectives, including lead generation</li> <li>Excellent up to date understanding of key marketing techniques, channels and approaches to use in campaigns</li> <li>Experience of using digital channels, owned, earned and paid, and measurement techniques to optimize on engagement and ROI</li> <li>Ability to develop and deliver automated marketing using HubSpot, Pardot, Sales Force or similar</li> <li>Experience of working with other marketing professionals, internally or externally, to generate creative content, messaging and visuals for campaigns</li> </ul>	X  X  X  X  X	X	A & S A & S A & S  A & S A & S A & S  A  A & S

<ul style="list-style-type: none"> <li>• A good understanding of audience segmentation, persona development and crafting marketing experiences which resonate and engage</li> <li>• Event management and engagement experience</li> <li>• Comfortable and confident analyzing data, intelligence and figures, and producing reports</li> </ul>	X		A & S
		X	A
	X		A & S
<b>Competencies and behaviours:</b>			
• An analytical mind	X		A & S
• Innovative, with a creative eye	X		A & S
• Excellent communicator, both written and verbal	X		A & S
• Effective planning and management of own time	X		A
• Able to make decisions efficiently and adopt a problem-solving approach	X		A & S
• Able to work on several projects simultaneously without dropping the ball	X		A
• Strategic awareness	X		A & S
• Flexible to changing priorities	X		S
• Proactive			
• Driven to achieve objectives and to demonstrate results	X		A & S
• Attention to detail	X		A & S
• Able to negotiate and influence to achieve best outcomes	X		A & S
• Good commercial awareness	X		S
• Self-motivated and enthusiastic; can do attitude	X		A & S
• Collaborative and a team player	X		S
• Financially literate	X		A & S
• A passion for marketing	X		A & S
<b>Other:</b>			
Willingness to travel, including overnight stays	X		A
Desire to develop personally and in career		X	A

**Key:**

A = Application process

S = Selection process (this will usually take the form of a panel interview and may include one of the following - presentation, in tray exercise, group exercise, role play, two to one interview).



## How to apply:

Closing date is 6 September 2018. Application is through CV and covering letter. Please ensure these are tailored to respond to the requirements of the role. These should be addressed to Sarah Stewart and sent by email, to be received no later than midnight on the closing date. Contact us for a confidential discussion about the role or any questions you might have.

Sarah Stewart  
Senior Marketing Manager

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Email: [sarah.stewart@wdtrust.org.uk](mailto:sarah.stewart@wdtrust.org.uk)