

Job Description: Campaigns Manager

Job Title:	Campaigns Manager
Location:	Hybrid with some office-based meetings and national travel
Reports to:	Head of Marketing
Staff Responsibilities:	None
Hours of work:	35 hours per week
Salary Range:	£45,000-£52,000

Summary of Position:

The Campaign Manager turns audience insight and business priorities into integrated campaigns that build Fusion21's authority, generate demand and contribute to pipeline influence.

The role is responsible for shaping the campaign from audience insight and objective through to proposition, messaging, channel strategy, content requirements, activation and measurement.

The role will champion an outside-in approach, ensuring campaigns are built around the challenges and priorities facing Fusion21's public sector

Working closely with the Head of Marketing, Digital Marketing Manager, Marketing Executive, Design and Content Creator, subject-matter experts and external agencies, the Campaign Manager will provide clear ownership and rigor across campaign planning and delivery.

The role is expected to orchestrate campaign delivery across the Marketing function, with an emphasis on stakeholder engagement.

Primary Responsibilities

Campaign Strategy and Planning	Translate Fusion21's strategic priorities into audience-led campaign opportunities. Develop campaign frameworks covering objectives, audiences, propositions, messaging, channels, content, activation and KPIs – along with knowledge of tools used for reporting impact. Prioritise campaign opportunities based on strategic fit, audience relevance, resource requirements and likely impact.
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Integrated Campaign Delivery	Manage delivery of the annual integrated marketing campaign plan. Create clear campaign briefs covering objectives, audiences, messaging, channels, KPIs and evaluation. Coordinate activity across digital, PR, website, social media, email, events and publications, ensuring clear ownership, timelines and dependencies.
Demand Generation and Commercial Alignment	Develop campaigns that build awareness, engagement, lead generation and pipeline influence as well as measurable 'visibility and discoverability' Work with business stakeholders to understand audience needs, ICP's, lead quality and campaign outcomes. Ensure campaigns have clear calls to action, conversion journeys that are tracked and measured.
Content, Channels and Search Awareness	Manage the editorial calendar and support delivery of the content strategy. Develop and commission campaign content, including thought leadership, insight, case studies and member stories. Plan campaigns with awareness of search, AI-enabled discovery, social media and digital content principles.
PR, Stakeholder and Agency Management	Work with the PR agency to identify, brief and deliver media opportunities aligned to campaign objectives. Support senior leader profiling, award submissions and speaking opportunities. Coordinate subject-matter experts, agencies and suppliers to deliver credible, audience-led activity. Challenge internal requests where needed and bring clear recommendations and solutions.
Additional Responsibilities	Act as a Fusion21 ambassador, operating professionally and safely at all times.

Personal Specification

	Essential	Desirable
Skills, Qualifications & Training		
Experience	- Significant professional experience in integrated B2B campaign marketing, ideally within a complex or multi-stakeholder organisation. - Relevant degree - Developing integrated B2B campaigns from insight through to delivery. - Developing campaign propositions, messaging and audience-led briefs. - Managing stakeholders, subject-matter experts and competing priorities. - Working across digital, content, PR, events and email channels. - Using data to optimise campaign performance. - Managing agencies or external suppliers.	CIM, CMI, or other relevant professional qualification.

Skills and Knowledge	• Campaign planning, proposition development and messaging. • Strong copywriting, storytelling and editorial judgement. • Awareness of search, AI-enabled discovery and digital content principles, with the ability to work effectively with digital specialists. • Analytics and campaign measurement. • Commercial awareness and confidence using data to shape recommendations. • Ability to brief, influence and coordinate colleagues, subject-matter experts and agencies.	
Behaviours, Qualities and Attitude	• Strategic and commercially minded campaign thinker who combines strong planning with a pragmatic approach to delivery. • Collaborative, creative and confident building relationships. • Highly organised, proactive and results-focused. • Confident taking ownership, making recommendations and managing expectations.	

Success Measures	• Integrated campaigns planned and delivered against agreed strategic objectives. • Campaigns demonstrate a clear outside-in approach based on audience need and sector challenges. • Campaigns generate measurable engagement, demand and contribution to qualified enquiries. • Improved campaign performance through testing, optimisation and data-led insight. • Stronger integration between campaigns, content, PR, events, digital activity and wider marketing channels. • Clear, data-led campaign reporting with recommendations for future activity. • Increased ownership of day-to-day campaign planning and coordination across the Marketing function.	
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Prepared by

Name:	Sam Spiers-King	Signature:		Date:	160926
Title:	Head of Marketing				

Note: This job description is not exhaustive and is not a comprehensive list of all the tasks that may be required of the post holder. It is illustrative of the general nature and level of responsibility of the work to be undertaken. The post holder is also expected to carry out other duties which are broadly consistent with the role as identified below. This job description will be subject to periodic review, and it may be amended to meet the changing needs of the business. The post-holder will be expected to participate in this process, and we would aim to reach agreement on any changes.