



**Job title:** Campaign Manager (maternity cover – up to 12 months )

**Reports to:** Director of Communications

**Date of writing:** June 2019

**Salary:** £38,000-£42,000 per annum dependent on location and experience (pro rata if flexible hours agreed)

**Hours:** 37.5 hours per week (or flexible hours up to 4 days per week)

**Contract:** Fixed Term maternity cover for up to 12 months

**Location:** Wigan or London

### **Purpose of the job**

You will be responsible for bringing to life Keep Britain Tidy's mission and objectives, through the design, development and delivery of our high-profile, national and public-facing campaigns on litter, waste and quality of place.

You are someone who has the skills, experience and desire to make a real difference, working on key environmental issues to drive changes in behaviour, galvanise public and media support, and identify opportunities for thought leadership and policy creation. You will be an experienced campaigner, with excellent stakeholder management and communications skills combined with significant project management experience.

### **Principal accountabilities**

1. Design, manage and deliver our national environmental campaigns
2. Support the development of new income streams in support of our campaigns
3. Develop, nurture and manage a growing network of corporate, local authority, education and civil society relationships that engages with us and directly support our campaigns
4. Ensure timely delivery of the campaign through the development of effective working relationships across the charity, in particular with our Litter and Place Services team Accreditation, Volunteering and Education together with the Centre for Social Innovation
5. Manage agencies and freelancers to develop campaign messaging, imagery and supporting collateral
6. Develop effective internal and external project teams, with structured project delivery plans and key accountabilities assigned across the charity for delivery
7. Set up, manage and deliver events in support of our campaign

8. Ensure campaign web pages are kept up to date
9. Ensure that our campaign is marketed effectively through traditional and digital channels
10. Develop outcome and impact measures and produce evaluation reports for our campaign that illustrate our successes and the impact we have made
11. Act as the public face of our campaigns, undertaking speaking engagements at appropriate events throughout the year
12. Undertake other related tasks as may be determined from time to time.

#### **Budget responsibility and decision making**

1. Manage expenditure within the campaigns ensuring they deliver to budget
2. Ensure that all services procured offer best value for the charity

#### **Supervision of employees – complexity of 'leadership', number of direct reports, reporting level**

1. No direct reports
2. Requirement to rapidly build rapport with internal colleagues and external partners
3. Reports directly to the Director of Communications

#### **Contact with others – level of customer contact internal/external**

1. The post holder will build effective working relationships with all teams across the charity to ensure that the campaign and associated marketing meet all objectives, are effective, impactful and on brand;
2. This role involves significant external contact at a senior level with a range of external stakeholders, suppliers and supporters, representing Keep Britain Tidy at meetings, presentations and networking as well as managing strategic relationships with partners and funders.

#### **Major challenge of the job**

1. To implement compelling and engaging campaigns that inspire growing rates of participation and environmental impact, raising the profile of the charity with a range of audiences.

#### **Knowledge, skills and experience required**

1. Educated to degree level in a relevant field
2. A minimum of three to five years' relevant experience, working at a senior level
3. Relevant academic and/or professional qualifications
4. Excellent project management and problem-solving skills
5. Excellent relationship management and interpersonal skills, with strong diplomatic and political skills
6. Extensive knowledge understanding of marketing and communications
7. A first-class communicator skilled and experienced in informal and formal verbal presentation and public speaking
8. Good understanding of CRM and CMS systems

9. Excellent writing skills
10. A self-starter with a 'can do' attitude and focused on delivering results
11. A good team player with the self-confidence and maturity to work well with colleagues across a variety of disciplines
12. Excellent organisational skills
13. Good knowledge of standard Microsoft Office packages
14. Passionate about the environment and keen to make a difference in line with our objectives
15. Willingness to carry out a range of tasks and travel as required for meetings and special events

Post Holder:	Manager:
Signature:	Signature:
Date:	Date:

Published June 2019