

Job Description

Job Title:	Marketing Campaigns and Development Manager
Department:	Marketing and Communications
Responsible to:	Director of Marketing and Communications
Hours of Work:	30 hours per week, including weekend and occasional evening work as required. There will also be some opportunities for home working.
Primary Work Base:	Warwick/Coventry, with regular travel to all sites

NB: As we are a multi-site organisation, some flexibility relating to place of work will be required. We reserve the right to change the work base of employees to meet our business needs.

Key internal relationships: Marketing & Communications Team, Income Generation Team, Fundraising Managers, Retail, and department/service leads across Myton.

Myton Core Values

Our Core Values underpin everything we do and all employees are expected to comply with our Values and reflect these in their day-to-day work.



Main Duties & Responsibilities

Role Purpose

We are looking for an experienced and creative **Marketing Campaigns and Development Manager** to lead the **development, project management, coordination and delivery** of high-impact marketing and communications campaigns and new income-generating products and propositions.

This is a pivotal role within the Marketing and Communications team and will act as a **key link between Marketing & Communications and Income Generation**, bringing together marketing expertise, fundraising priorities, audience insight and creative development to turn agreed ideas and opportunities into successful campaigns and products.

The postholder will **take ownership of the campaign and product development process**, ensuring that projects are well planned, appropriately resourced, delivered to agreed timescales and budgets, and evaluated against agreed objectives. They will work closely with colleagues across Marketing, Fundraising, Income Generation, Retail and other teams, providing **clear direction and accountability** while ensuring that the right people are involved at the right stages.

The role will play a key part in **developing and improving existing campaigns and products, identifying opportunities for innovation and ensuring that activity remains relevant, effective and focused on delivering organisational and income-generation objectives.**

Campaign Development & Delivery

- Lead the **development, planning, project management, coordination and evaluation** of agreed marketing and communications campaigns, ensuring that activity progresses effectively from initial concept through to delivery and review.
- Take ownership of agreed campaigns, ensuring that **objectives, audiences, propositions, key messages, channels, budgets, timescales and measures of success are clearly defined.**
- Work closely with Fundraising and Income Generation colleagues to **develop agreed campaign ideas and opportunities into compelling, audience-focused propositions and deliverable marketing campaigns.**
- Ensure campaigns are appropriately targeted, insight-led, creatively developed and aligned with Myton's brand, strategic priorities and income-generation objectives.
- **Act as the central point of contact for agreed campaigns**, providing clear oversight of activity and ensuring that all relevant teams understand their responsibilities and deadlines.
- Coordinate campaign activity across Marketing & Communications, Fundraising, Retail and other relevant teams to ensure an **integrated and consistent approach across channels and audiences.**

- Work with creative, digital, communications, fundraising and other colleagues to ensure campaign assets and activity are delivered to the required quality, timescale and budget.
- **Identify opportunities to strengthen, adapt or extend campaigns based on performance, audience response, market conditions and organisational priorities.**
- Ensure campaigns are effectively launched, supported and evaluated, with learning captured and applied to future activity.

Product Development & Innovation

- **Lead the development of agreed new products, propositions and income-generating opportunities**, working closely with Income Generation and relevant teams.
- Translate ideas and opportunities into **well-developed, audience-focused propositions**, considering audience need, market opportunity, income potential, resources, costs and organisational fit.
- Work with relevant stakeholders to develop **product concepts, propositions, messaging, marketing approaches and launch plans.**
- Coordinate the development and launch of new products and propositions, ensuring clear ownership, milestones, responsibilities and timescales.
- **Support appropriate testing and piloting of new products or propositions**, using feedback and performance data to refine and improve them before wider rollout where appropriate.
- Monitor the performance of existing products and propositions and **identify opportunities to develop, refresh, improve, expand or retire them where appropriate.**
- Stay up to date with marketing, fundraising, retail and commercial trends and innovations, particularly within the charity sector, and **bring relevant ideas and opportunities back to the team.**
- Encourage a culture of **testing, learning and continuous improvement**, using audience feedback, performance data and sector insight to inform future product development.

Project Management & Coordination

- **Act as the central project lead for agreed marketing campaigns and product development initiatives**, taking responsibility for progressing activity from initial concept through to launch and evaluation.
- Develop and maintain clear project plans, including **objectives, key milestones, responsibilities, dependencies, budgets and deadlines.**
- Coordinate activity across Marketing & Communications, Income Generation, Retail and other relevant teams, ensuring that everyone understands their role and that activity remains aligned with the overall campaign or product objective.

- **Chair or facilitate relevant project meetings**, ensuring actions are agreed, recorded and followed up and that progress is maintained between meetings.
- Maintain oversight of campaign and product development activity, **ensuring deadlines are met and identifying potential delays or issues at an early stage.**
- Identify and proactively manage **risks, challenges, dependencies and competing priorities**, escalating issues where necessary.
- Ensure campaign and product development activity progresses to **agreed timescales, budgets and quality standards**, taking appropriate action where delivery is at risk.
- Provide clear progress updates to relevant stakeholders and the Director of Marketing and Communications, highlighting **progress, achievements, risks, decisions required and next steps.**
- Maintain oversight of the **campaign and product development pipeline**, helping to prioritise activity and ensure the Marketing & Communications team has a clear view of upcoming work and competing demands.
- Ensure appropriate handovers and communication between teams so that projects continue to progress effectively from development through to implementation and evaluation.

Insight, Market Analysis & Targeting

- Use audience and market research to inform **campaign development, proposition development and product planning.**
- Analyse donor, supporter, customer and audience data to inform **segmentation, targeting and campaign optimisation.**
- Agree and prioritise target markets and audiences relevant to each campaign, product or proposition, working with relevant colleagues.
- Monitor competitor activity, sector developments and emerging trends to **inform the development and evolution of campaigns, products and propositions.**
- Identify emerging audience needs, market opportunities and changes in behaviour that may present opportunities for Myton.
- **Use insight to challenge assumptions and make recommendations about how campaigns and products should be developed or adapted.**
- Work with relevant colleagues to ensure that audience insight is translated into **practical actions and measurable campaign objectives.**

Cross-Team Collaboration

- Act as a **key link between Marketing & Communications and Income Generation**, ensuring effective communication, collaboration and shared understanding of priorities.
- Work closely with Fundraising Managers and Income Generation colleagues to **translate fundraising priorities and opportunities into effective marketing campaigns and propositions.**

- Ensure marketing activity supports income-generation objectives while maintaining appropriate **marketing, brand, audience and communications standards**.
- Provide **clear direction** across agreed campaign and product development projects, influencing colleagues and stakeholders to deliver against shared objectives.
- Build strong working relationships across the organisation and **use effective stakeholder management to secure engagement, resolve challenges and maintain momentum**.
- Bring together the appropriate expertise from Marketing & Communications, Income Generation, Retail and other teams at each stage of campaign or product development.
- **Challenge constructively where activity, timescales or approaches could be improved**, ensuring decisions are made in the best interests of the campaign, audience and organisation.
- Champion an **audience-first, insight-led and results-focused approach** to marketing and campaign development across the organisation.
- Support colleagues to adopt effective marketing practices and understand the role of marketing in achieving organisational and income-generation objectives.

Performance, Evaluation & Return on Investment

- Take accountability for **agreed campaign and product income targets, where applicable**, working closely with Income Generation colleagues to maximise results.
- Establish and monitor agreed KPIs for campaigns and products, including **income, engagement, reach, conversion, audience growth and return on investment where appropriate**.
- Regularly monitor campaign and product performance and **identify when activity is underperforming or when opportunities exist to improve results**.
- Use performance data, audience feedback and market insight to make **recommendations for optimisation, further investment, development or change**.
- Evaluate completed campaigns and products against agreed objectives and ensure **learning is documented and shared**.
- Provide regular performance updates and recommendations to the Director of Marketing and Communications and relevant stakeholders.
- **Use evaluation and learning to inform future campaign planning, product development and prioritisation**.
- Contribute to the development of a **culture of accountability and continuous improvement**, ensuring that activity is focused on delivering measurable value for Myton.

Budget & Resource Management

- Manage agreed campaign and product development budgets, ensuring activity is delivered **within agreed financial parameters**.

- Work with relevant colleagues to identify resource requirements and ensure that campaigns and products are appropriately resourced.
- **Monitor expenditure against agreed budgets and identify potential variances at an early stage.**
- Support the development of business cases and recommendations for new campaigns, products or activity where required.
- Make recommendations on **marketing investment and resource allocation**, based on audience opportunity, expected impact, income potential and organisational priorities.
- Ensure appropriate value for money is considered throughout campaign and product development.

Brand, Quality & Compliance

- Ensure all campaigns and products are developed and delivered in accordance with **Myton's brand guidelines, tone of voice and communications standards.**
- Work with relevant colleagues to ensure marketing and campaign activity is **accurate, appropriate, accessible and audience-focused.**
- Ensure relevant legal, regulatory, fundraising, data protection and organisational requirements are considered throughout campaign and product development.
- Identify and escalate any potential reputational, financial or operational risks associated with campaigns or products.
- Ensure appropriate approvals are obtained before campaigns and products are launched.

GENERAL RESPONSIBILITIES & OBLIGATIONS OF ALL EMPLOYEES

Policies and Procedures

The post holder is required to have a good understanding of and to comply with all relevant Myton policies, procedures and guidelines. Any contravention of Myton policies or procedures may result in disciplinary action.

Volunteers

Myton recognises the valuable contribution that volunteers make and we expect all employees to be able to support and work effectively with our volunteers.

Confidentiality and Data protection

It is a requirement of employment with Myton that all staff must comply with the obligation of confidentiality relating to personal information that could identify individuals. The Data Protection Act 1974/1998 safeguards the handling of information held in both electronic and manual filing systems and it is the duty of all staff employed by Myton to uphold the principles of the Act, adhere to Myton policies and to maintain strict confidentiality at all times.

Infection Control

All employees of Myton must be aware of infection prevention and control policies and are expected to follow them at all times. Any breach of infection control policies which places patients, visitors or colleagues at risk may result in disciplinary action.

Equality & Diversity

The post-holder must at all times carry out his/her responsibilities in line with Myton's Equality & Diversity Policy.

Health & Safety

Employees must be aware of the responsibilities placed upon them under the Health and Safety work Act 1974, to ensure that the agreed safety procedures are carried out to maintain a safe working environment for patients, visitors and colleagues. The post holder is required to conform with Myton's policies on Health and Safety and Fire Prevention, and to attend related training as required.

Safeguarding Vulnerable Adults and Children

It is the duty of all staff working for Myton to safeguard children and vulnerable adults and undertake safeguarding training at an appropriate level.

Code of Conduct

Employees are required to represent Myton in a positive light and embody the corporate identity in appearance, demeanour, values and ethics.

Review of Job Description

This job description is an outline of the key duties and responsibilities of the role and is not intended as an exhaustive list. The job description may change over time to reflect the changing needs of the service. The post holder may be required to undertake other duties that could reasonably be considered commensurate with the post. This job description is subject to periodic review and may be changed/updated following consultation with the postholder(s).

Employee/Managers Signature

I agree that this Job Description is a true reflection of the main duties and responsibilities of my role:

Employee Name: _____

Signature: _____ **Date:** _____

Managers Name: _____

Signature: _____ **Date:** _____

Reviewed August 2026