

Person Specification



Job Title: Marketing Campaigns and Development Manager

Department: Marketing and Communications

Location: Warwick/Coventry, with regular travel to all sites

Responsible to: Director of Marketing & Communications

Attributes	Essential	Desirable
Educational / Professional Qualifications	• A-level or equivalent	• Degree level or equivalent • Relevant marketing, project management or fundraising qualification.
Previous Experience	• At least 5 years experience in marketing or a closely related role. • Experience of developing and delivering marketing campaigns from initial concept through to implementation and evaluation. • Experience of managing cross-team projects, multiple deadlines and competing priorities. • Experience of working collaboratively with fundraising or other income-focused teams. • Experience of managing campaign budgets, monitoring expenditure and evaluating KPIs. • Experience of developing and improving products, propositions, campaigns or customer/supporter experiences. • Experience of using audience insight, market research and performance data to inform marketing activity.	• Experience of working within a charity, fundraising or not-for-profit environment • Experience of developing fundraising products, supporter propositions or income-generating campaigns. • Experience of audience segmentation, CRM data or customer/supporter insight.

	• Strong stakeholder management and influencing skills, with experience of working across teams and functions.	
Accountability for Staff & Volunteers	• N/A	
Skills and Attributes	• A strong ability to plan, prioritise and manage multiple projects simultaneously. • Ability to take ownership for projects while working collaboratively with others. • Ability to turn ideas and opportunities into clear, structured and deliverable plans. • Excellent communication skills, with the ability to build relationships and influence people at different levels. • Strong analytical skills and the ability to interpret data and use insight to make informed recommendations. • Commercial and results-focused mindset, with an understanding of income generation and return on investment. • Strong attention to detail while maintaining sight of the wider strategic objective. • Ability to identify risks, resolve problems and make decisions or escalate appropriately. • Creative, collaborative and solutions-focused approach, with the ability to develop and improve ideas collaboratively. • Ability to work independently, use initiative and take responsibility for driving activity forward.	
Other	• Full clean driving licence and use of car	