

Job Description

Job title:	Campaign Project Manager
Directorate:	Marketing, Communication, and Information
Location:	Head Office
Accountable to:	Director of Marketing, Communication, and Information
Accountable for:	None
Pay grade:	Band 7
Type:	Fixed-term contract (6 months)

Values Framework

All staff are expected to know and understand the values of the organisation and uphold these values whilst at work.

- Together
- Focused
- Bold
- Personal

General Overview of Role

- We believe that the lives of veterans and their families shouldn't be torn apart by military trauma. With our specialist treatment and support, we help them to tackle the past so they can take on the future, and live full and meaningful lives. No-one else does what we do and it's a service thousands rely on, but we rely on public donations to carry on, and awareness of our brand is low. The campaign manager will play an integral role in launching our first major campaign in years, to propel awareness of Combat Stress and increase voluntary donations from 2024 and beyond.

Main Duties and Key Responsibilities

- Successfully deliver our marketing and fundraising campaign, targeting a May 2024 launch, raising awareness and generating vital voluntary income.
- Work with the Director of Marketing, Communication and Information on the overall campaign strategy, which takes into account market data.
- Lead and collaborate with colleagues across the organisation to deliver the campaign.
- Oversee end-to-end execution of the campaign, ensuring it is delivered on time and to budget.
- Establish measurement pre-launch and develop the first campaign performance methodology and report to be presented to ELT and the board.
- Develop the detailed campaign plan, including timelines and resourcing.
- Identify and plan mitigations for potential risks involved with the project and campaign.

Other Duties

- Although there will no direct line-management responsibility, the Campaign Manager will project manage the project team to deliver the campaign across multiple channels including digital, direct mail, print ads and radio.
- Working with the Director of Marketing, Communication and Information, oversee the work of these internal and external agencies, including designers, copywriters, fundraisers, content producers and community managers, who will be creating and managing the content of the campaign.
- Alongside the Director of Marketing, Communication and Information, work with an agency to review and approve media buying plans.
- Deliver regular reports on the progress and milestones towards delivery of the campaign.

Risk Management

As an employee of the Charity, the postholder is required to be risk aware and readily able to identify risks faced in the course of day-to-day duties. Where a new risk is identified it is to be reported through the postholder's line manager.

Infection Prevention and Control

Maintain an up-to-date awareness of the Infection control procedures relevant to your area of work and implement these in practice. As a minimum this must include hand hygiene and the use of personal protective equipment as appropriate.

There is a legal requirement that all staff working in a CQC regulated location must be fully vaccinated (received both doses of a recognised vaccine) unless exempt for clinical reasons. If you are appointed to work with the charity, you are required to provide proof of full vaccination as part of your pre-employment checks.

Date revised

Signature of postholder

Print name

Date