



Role profile

Senior Campaign Manager

Grade: Senior Executive Officer (SEO)	Salary Minimum: National Minimum: £38,654 London Minimum: £42,466	Contract Type: Permanent
Job Type(s): Communications/Marketing	Profession: Communications	Directorate: Group Communications
Location(s): London Leeds Birmingham		Reporting to Job Title: Senior Marketing Team Leader

Job description

Job summary

The Department for Transport is a high-profile department at the heart of Government. We pride ourselves on first-class, creative communications that tell compelling stories about transport through the people that use it.

We are looking for a talented and confident marketing communications professional for the role of Senior Campaign Manager, working across a range of paid marketing campaigns.

The successful candidate will be responsible for the day to day planning and delivery of campaigns. As a Senior Campaign Manager, you will provide expert marketing advice and project manage large budgets to deliver advertising, partnership marketing and PR activity. You'll work closely with creative and media planning agencies, and forge strong relationships with important stakeholders, policy officials and Ministers' offices.

We are an energetic, ambitious, and innovative team. This role requires someone with the skills, knowledge, and passion to develop insight-driven, audience-focused communications.

The wider communications team combines expertise in digital and content; external affairs; strategic communication; media relations; and marketing.

If you share our vision of being the 'best in class' and you have the expertise and enthusiasm to deliver in this role, then we look forward to receiving your application.

Duties and responsibilities

The successful candidate will be responsible for supporting the planning, development, delivery and evaluation of DfT campaign activity.

The duties for the role will include:

- Planning and implementing campaign strategies including working with colleagues to develop an integrated media presence.
- Ability to review and analyse research and policy to extract and identify relevant insights to shape campaign activity.
- Campaign planning and delivery across above and below the line channels including broadcast (e.g. radio, video on demand), PR, digital and social media platforms, and brand and media partnerships.
- Creating multi-channel campaign plans – mapping channels to audiences to ensure the programme of activity lands effectively with our audiences.
- Developing and delivering evaluation plans to assess impact and effectiveness of campaign activity, applying learnings to future activity.
- Developing positive relationships with internal and external stakeholders to deliver communications through trusted intermediaries.
- Working collaboratively with external commercial agencies to deliver high quality, cost effective collateral to agreed timescales and budget.
- Managing and building a 'living' network of contacts and alliances to support delivery of the campaign.
- Confident in reporting to key senior officials to ensure they are kept up to date on business intelligence and that risks are effectively managed.
- Managing marketing budgets and driving value for money.
- Working collaboratively across all aspects of DfT marketing campaigns to support the campaign leads and managers.
- Providing marketing expertise and advice to wider DfT communications and policy colleagues.

Person specification

Behaviours

Communicating & Influencing

- Communicate in a straightforward, honest, and engaging manner, choosing appropriate styles to maximise understanding and impact.
- Encourage the use of different communication methods, including digital resources and highlight the benefits, including ensuring cost effectiveness.
- Share information as appropriate and check understanding.
- Show positivity and enthusiasm towards work.

- Ensure that important messages are communicated with colleagues and stakeholders respectfully, taking into consideration the diversity of interests.

Working Together

- Encourages joined up team working within own team, across other groups and with third parties.
- Establish and maintain professional relationships with a range of stakeholders
- Invest time to develop a positive team spirit where colleagues feel valued and respected.
- Actively seek and consider input of people from diverse backgrounds and perspectives.

Delivering at pace

- Shows a positive approach to keeping the whole team's efforts focused on the top priorities.
- Promote a culture of following the appropriate procedures to ensure results are achieved on time whilst still enabling innovation.
- Regularly monitor your own and others work against milestones ensuring individual needs are considered when setting tasks / priorities.
- Act promptly to reassess priorities when there are conflicting demands.

Seeing the big picture

- Understand the strategic drivers for the campaign and align activities to contribute to wider organisational priorities.
- Remain alert to emerging issues and trends which might impact your work area
- Seek out and share experiences to develop knowledge of the team's business area.
- Understand how the strategies and activities of the team create value and meet the diverse needs of all stakeholders.

[More information about Behaviours](#)

Experience

We're looking for an experienced senior campaign manager to hit the ground running, taking on campaigns within our fast-paced and supportive communications and policy environment. An insightful and creative manager, you have a track record of planning and developing paid-for integrated marketing campaigns. Including:

- Using insight to develop highly targeted campaign strategy and media plans that support policy objectives.
- Implementing multi-channel paid marketing campaigns, including managing budgets, working with external agencies, and demonstrating a strong understanding of a broad range of paid media channels.
- Experience of developing brand, influencer and media partnerships.
- A good understanding of the value of evaluation and experience of applying different methods to demonstrate the impact of paid campaigns.

- Excellent people and time management skills, including managing self and others to meet deadlines and working effectively with communications and policy colleagues, and with key stakeholders.

[More information about Experience](#)

Technical

Ability to meet [Government Communication Professional Competency Framework](#) (SIO – Civil Service Level 3, Campaigns and Marketing) as part of [GCS Career Framework](#):

- **Insight:** Develop a strong understanding of customer/audience insights and how these can drive behaviour change.
- **Ideas:** Develop an integrated campaigns approach, ensuring owned/earned/bought channels work together to achieve communication objectives.
- **Implementation:** Manage the delivery of campaign plans, including deploying resources and integrating solutions.
- **Impact:** Manage and deliver the evaluation of all campaign plans, including defining clear metrics that relate to measurable communication and policy/business outcomes.

[More information about Technical](#)

Other helpful information you need to know

<p>Level of security clearance: Baseline Personnel Security Standard (BPSS)</p>	<p>Working Pattern: Full-time, Part Time, Job Share, Flexible Working</p>	<p>Contact Information: Dawn Lauder Dawn.Lauder@dft.gov.uk 07866012733</p>
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