



Senior Campaign Manager

Hybrid (two days per week onsite), Park End Street and Hayes House, Oxford and Egrove Park, Kennington
Grade 8: £48,235 - £57,255 per annum including the Oxford University Weighting of £1,500 per annum
Permanent, full time (37.5 hours per week)
Saïd Business School, University of Oxford
Vacancy reference: 177235



The role

The Senior Campaign Manager is responsible for developing strategic, integrated marketing campaigns, focused on lead generation and nurturing, to achieve the objectives of their respective business unit to schedule and on budget. With strong, proven experience in campaign management, coordination and evaluation, they will role model strategic marketing excellence within the School's campaign management community. In addition to being responsible for formulating, coordinating and evaluating strategic campaigns for a given product/portfolio, they may also be responsible for line managing and developing a team of Campaign Manager(s) who will create and coordinate their own campaign plans.

To inform marketing strategy and campaign planning development, the Senior Campaign Manager is responsible for working with colleagues across their respective business unit, including (but not limited to) recruitment and sales, product and programme services, to understand market and audience needs and identify suitable channels and methods to address these. As a Senior Campaign Manager, the post-holder will play a key role in developing the wider business unit marketing strategy with the Associate Director/Director, guiding the business unit team's approach to marketing strategy and creative campaign development. Working across the marketing organisation in a Senior Campaign Management community, the post-holder will collaborate proactively with senior colleagues in other business units to identify, and act upon, cross-selling opportunities for the School. This will involve co-owning a cross-selling marketing strategy and ensuring this is delivered through campaigns.

Evaluating the effectiveness of marketing strategies and campaign plans, and refining them based on data insights, is central to this role. The Senior Campaign Manager will not only be responsible for coordinating with the relevant execution and analysis teams to evaluate campaign performance, but will support Campaign Managers with this too, to ensure optimal return on marketing investment is achieved.

The post holder will have significant experience in marketing strategy development, campaign planning, execution and analysis coordination, cross-selling and budget management. They should possess creative thinking and flair to convert market opportunities and audience needs into effective, integrated campaign plans.

The role of the Senior Campaign Manager is to support the strategic objectives of a business unit with strategic planning and delivery of effective marketing campaigns. The marketing team support business units across Executive Education within B2C and B2B, Online Programmes direct or through resellers, Youth Education, Careers, the Entrepreneurship Centre, Accredited Programmes and Alumni. It is expected that the Senior Campaign Manager will possess transferable skills to be able to support any of the business units although their role will be assigned to support a particular area or areas at a given time.

Responsibilities

Campaign strategy and planning

- Works with the Associate Director/Director to develop and deliver the overarching business unit marketing strategy, setting marketing targets to achieve business unit objectives.
- Where appropriate, leads the marketing strategy and campaign planning for high-profile, strategically important School partnerships, including collaborations with top business schools, external partners, and resellers.
- Serves as a role model for strategic marketing and campaign planning best practices, ensuring the consistent and effective execution of rigorous processes for strategy development and planning within the business unit.
- Develops strategic, integrated marketing campaigns to drive lead generation and nurture interest to achieve targets and support the business unit marketing strategy.



- Where appropriate, leads a team of Campaign Managers, overseeing their strategy development and campaign planning to achieve business goals.
- Works with fellow Senior Campaign Managers to devise and implement a cross-selling marketing strategy across the business units through integrated campaigns.
- Draws on extensive strategic marketing experience to collaborate with fellow Senior Campaign Managers in identifying and capitalising on new marketing and cross-selling opportunities. Shares and implement best practices to streamline marketing efforts and deliver an exceptional customer experience.
- Owns the market positioning, messaging and persona development for their product/portfolio (where appropriate) which underpins all marketing activity.
- Monitors and analyses competitor activity, audience needs and market opportunities. Uses initiative to capitalise on these findings, evolving marketing strategies and campaign plans where appropriate to improve marketing effectiveness.

Campaign execution coordination

- Co-ordinates the delivery of strategic, integrated marketing campaign plans, by collaborating with colleagues in the execution and analysis teams, to achieve targets. Where appropriate, this also includes overseeing the campaign coordination of Campaign Manager direct reports.
- Works with fellow Senior Campaign Managers and collaborates with execution and analysis teams to deliver a cross-selling marketing strategy and integrated campaigns.
- Effectively collaborates with execution and analysis colleagues to deliver the marketing campaign plan to schedule and on budget, being guided by their expertise to create maximum impact with the target audience.

This includes the creation of compelling marketing collateral that aligns with the brand's tone of voice and positioning. The Senior Campaign Manager is also responsible for overseeing this for any Campaign Manager direct reports.

- Responsible for evaluating and proofreading creative and copy for all mediums against the market positioning, messaging and personas to ensure activities land effectively with the target audience. The Senior Campaign Manager is also responsible for overseeing this for any Campaign Manager direct reports.

Campaign performance

- Sets and drives campaign objectives and KPIs across business unit marketing campaigns, reporting to the Associate Director/Director on meeting these targets and ways to enhance this process.
- Serves as a role model for campaign performance evaluation best practices, ensuring the consistent and effective execution of rigorous processes for campaign performance within the business unit.
- Ensures all campaign activity is delivered on budget and seeks opportunities to collaborate across the campaign management community to drive resource efficiencies for marketing activities.
- Contributes to budgetary planning for business unit campaigns, analysing marketing profitability by product/portfolio, ensuring value for money and effective return on marketing investment is achieved.
- Coordinates with the relevant execution and analysis teams to measure and monitor campaign performance against KPIs and ultimate business targets.
- Responsible for providing regular campaign performance reports to the Associate Director/Director, including aggregating this information from any direct reports where appropriate



Leadership

- Role models strategic marketing excellence within the School and across the University, deputising for the Associate Director/ Director where appropriate.
- Maintains strong, effective working relationships with senior colleagues across the School and University, including marketers, faculty and professional services staff.
- Where appropriate, line manages Campaign Manager direct report(s) including professional development, objective setting, performance review and appraisal.

General

- Works collaboratively and proactively with other marketing colleagues across the School and wider University to ensure joined-up working, effective budget usage, routes to market and transparent communications
- Embodies the School's values in each activity undertaken, ensuring the highest standards of marketing excellence
- Undertakes any other duties and responsibilities commensurate with the grade of the post, as required

Selection criteria

Essential selection criteria

- Extensive strategic marketing experience, developing integrated campaigns using a broad range of channels, coordinating execution and evaluating campaign performance
- Line management experience (where appropriate)
- Strong budget management experience
- Proven experience of writing, producing and evaluating effective marketing communications for a range of audiences and channels, particularly email marketing.
- Enthusiastic, ambitious marketing role model, who demonstrates a high level of creativity, innovative and entrepreneurial thinking and is on top of new marketing trends.
- Excellent verbal, written and presentation skills.
- Excellent IT skills, including proficiency with Microsoft Office suite and CRM systems.
- Excellent stakeholder management skills to liaise effectively with a range of senior internal and external stakeholders at different levels of seniority within a collaborative working culture.
- A good team worker with excellent project management and ownership experience.
- Proven ability to thrive under pressure, delivering high-quality marketing activities on schedule within complex environments and managing multiple stakeholders to achieve excellence.
- A degree or equivalent qualification, ideally in Business, Marketing, English or Communications.



Desirable selection criteria

- Formal marketing qualification from the Chartered Institute of Marketing or other accredited marketing body.
- Previous experience of working in the marketing department of an academic institution.
- Experience of working closely with sales or recruitment teams to achieve commercial targets
- Demonstrate our brand values: Transformational, Collaborative, Purposeful, Entrepreneurial, Respectful and Excellence in all interactions and outputs.

Pre-employment screening

Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at <https://www.jobs.ox.ac.uk/pre-employment-checks>.



About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford. For more information, please visit www.ox.ac.uk/about/organisation.

Saïd Business School

Saïd Business School blends the best of new and old. We are a vibrant and innovative business school, but yet deeply embedded in an 800 year old world-class university. We create programmes and ideas that have global impact. We educate people for successful business careers, and as a community seek to tackle world-scale problems.

We deliver cutting-edge programmes, including the highly regarded MBA, Executive MBA, a number of specialist MScs, a portfolio of custom

and open programmes and accredited diplomas for executives, and we undertake ground-breaking research that transform individuals, organisations, business practice and society. We are an international and outward looking School with our programme participants coming from more than 50 countries.

We seek to be a world-class business school community, embedded in a world-class University, tackling world-scale problems.

Sustainability

Saïd Business School is committed to the highest standards of environmental sustainability, preserving the planet for future generations and acting in a socially sustainable manner. As an employee you are expected to uphold these commitments in accordance with our Environmental Policy. You can learn more about our organisation's sustainability efforts at:

<https://www.sbs.ox.ac.uk/about-us/school/sustainability>.

Diversity and Inclusion

Oxford Saïd is committed to fostering an inclusive culture which promotes equality, values diversity and maintains a working, learning and social environment in which the rights and dignity of all its staff and students are respected. We recognise that the broad range of experiences that a diverse staff and student body brings strengthens our research and enhances our teaching, and that in order for Oxford to remain a world-leading institution we must continue to provide a diverse, inclusive, fair and open environment that allows everyone to grow and flourish.

Oxford Saïd holds a bronze Athena Swan award to recognise advancement of gender equality: representation, progression and success for all.



Our Values

To better understand our Values, what behaviours demonstrate them and how they are involved in your everyday work we have created the below descriptors.

Transformational

We challenge constructively, provoke thought, and influence and inspire others to develop.

Respectful

We are caring, supportive, appreciative, embrace difference and value each other's opinions.

Entrepreneurial

We embrace and encourage change and innovation. We are creative, flexible and brave.

Collaborative

We are stronger together. We are inclusive, approachable, listen to others and value good communication.

Purposeful

We are a community who believe in sustainable growth, and are responsible, principled and transparent.

Excellence

We are professional, focused and aligned, and have a responsibility to do the very best we can.

Wellbeing

Saïd Business School acknowledge the importance of wellbeing, in enabling people to thrive at work and ensure a work-life balance. It provides a number of initiatives to help support wellbeing and would encourage you to participate. At an individual level, wellbeing means recognising what helps us remain resilient and taking appropriate steps. If we experience difficulties, doing our best to rectify them and making our line manager aware of aspects that they could support us with.

Further information about Saïd Business School is available at www.sbs.oxford.edu.

Social Sciences

Oxford Saïd is a department within the Social Sciences Division, one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority; and responsibility for providing a broad strategic focus across its constituent disciplines.

The Social Sciences Division represents the largest grouping of social sciences in the UK: home to a number of outstanding departments and to the internationally ranked Law Faculty; all are committed to research to develop a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses. For more information please visit <https://www.socsci.ox.ac.uk>.



How to apply

Applications are made through our e-recruitment system and you will find all the information you need about how to apply on our Jobs website <https://www.jobs.ox.ac.uk/how-to-apply>.

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education or during career breaks (such as time out to care for dependants).

Please upload all documents **as PDF files** with your name and the document type in the filename.

All applications must be received by **midday** UK time on the closing date stated in the online advertisement.

If you currently work for the University please note that:

- As part of the referencing process, we will contact your current department to confirm basic employment details including reason for leaving.
- Although employees may hold multiple part-time posts, they may not hold more than the equivalent of a full time post. If you are offered this post, and accepting it would take you over the equivalent of full-time hours, you will be expected to resign from, or reduce hours in, your other posts(s) before starting work in the new post.

If you need help

Application FAQs, including technical troubleshooting advice is available at <https://staff.web.ox.ac.uk/recruitment-support-faqs>.

Non-technical questions about this job should be addressed to HR.Recruitment@sbs.ox.ac.uk.

To return to the online application at any stage, please go to www.recruit.ox.ac.uk.

Please note that you will receive an automated email from our e-recruitment system to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.



Important information for candidates

Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at <https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy>.

The University's Policy on Data Protection is available at <https://compliance.admin.ox.ac.uk/data-protection-policy>.

The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for very senior research posts at **grade RSIV/D35 and clinical equivalents E62 and E82** of 30 September before the 70th birthday. The justification for this is explained at <https://hr.admin.ox.ac.uk/the-ejra>.

For **existing** employees, any employment beyond the retirement age is subject to approval through the procedures <https://hr.admin.ox.ac.uk/the-ejra>.

There is no normal or fixed age at which staff in posts at other grades have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

Equality of opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.



Oxford Saïd Exclusive Benefits

Wellbeing initiatives

Oxford Saïd runs an annual Wellbeing Day for all staff. In addition to this, there is yoga, healthy food deliveries, health MOTs and a range of other ad hoc programmes. Our excellent catering facilities provide a high standard of food, including healthy eating and vegetarian options at a subsidised cost.

Staff Summer and Christmas parties

Oxford Saïd like to reward all of their staff for their great work and their Christmas and Summer parties are our way of saying thank you. The Christmas party is for all staff and the summer party is for staff and their immediate family members, because we know how important family is to all of us.

Employee Assistance provider

Validium is an employee assistance and wellbeing consultancy that works in partnership with the Business School to provide staff and their immediate family with a free 24-hour per day helpline providing confidential information and counselling services on personal issues.

University of Oxford Benefits

Annual leave

38 days (inc. public holidays). Long service additional annual leave – up to 5 days per annum, pro rata for part time employees. Previous service within higher education sector can be recognised. An additional scheme enables staff to request to purchase up to 10 additional days in each holiday year.

Salary and salary sacrifice schemes

The University salary and grading structure allows for annual incremental progression until a scale-bar point is reached. This incremental progression is automatic. Additionally, there are salary sacrifice schemes for bicycles and electric cars. See <https://hr.admin.ox.ac.uk/staff-benefits>.

Pension

If you are on an academic or academic related pay scale (grade 6 or above), you are automatically a member of USS. Employer contribution is 14.5% and Employee contribution is 6.1%.

If you are on a pay scale other than academic or academic related (grade 1-5) you are automatically a member of OSPS. Employee contribution can be between 4%- 8% and Employer contribution 6%-10%.

University discounts

All University staff can purchase a NUS Extra discount card for £12 for 12 months (£22 for 2 years, £32 for 3 years) which gives access to numerous exclusive offers and discounts from many popular retailers. There are a wide range of other discounts from external companies available using a university card.

University Club

Membership of the University Club is free for all University staff. The University Club offers social, sporting and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room and swimming pool. See www.club.ox.ac.uk and <https://www.sport.ox.ac.uk/>.

Access to Oxford buildings

Free access to a number of Oxford colleges, Botanic Gardens, Harcourt Arboretum, Wytham Woods and discount at numerous restaurants/shops.





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www.sbs.oxford.edu

All information is correct at the time of going to press.

Please check our website for the most up-to-date information.

Saïd Business School, University of Oxford