

**Campaign Manager**  
**Grade G**  
**Fixed term contract – 9 months**

**Job Purpose:**

The role holder's primary purpose is to lead two high-profile campaigns around children's reading involving events, relationship building, PR, and more. The campaigns are aimed at driving behaviour change and positioning BookTrust as an expert in its field, targeting different audiences and engaging corporates and politicians as well as the wider public. Part of the role will include evaluating the success of the campaigns and drawing up proposals for their future development.

The role requires close liaison with a wide range of stakeholders including publishers, booksellers, agents, authors, funding bodies, celebrities, corporate partners, and other internal teams, so strong relationship management skills are key to success in this role. Acting as the central contact for the campaign, project management, events management and leadership skills are crucial.

**The post holder will report to:** The Director of Communications, Marketing and Engagement

**Key Responsibilities:**

- **Project Management** – involves managing and/or co-ordinating each phase of the campaigns including planning and delivery, ensuring that all campaign objectives are delivered successfully, meeting outputs and targets (much of the delivery will be through other BookTrust teams – e.g. press, arts, marketing, digital etc)
- **Campaign design** – working with others in the directorate as well as on your own initiative to capture creative ideas, spot opportunities and ensure that each campaign is innovative, exciting and captures imaginations
- **Relationship management** – involves working with BookTrust teams to secure support from celebrities, authors, businesses and politicians as well as close management of the day-to-day relationships with everyone involved in the campaigns
- **Sector Knowledge and Development** – to keep up-to-date with what's happening in the media, publishing, education and political arenas and more, to ensure opportunities are maximised and clashes are avoided

## **Principle Duties:**

### **Project Management**

- To be the main day-to-day contact for, and independently manage, the campaigns, co-ordinating the work of other teams in the directorate
- To control, track and manage project budgets and schedules; to prepare budget and schedule reports as required; to negotiate the most cost effective rate with suppliers to ensure maximum return on expenditure
- To manage events, internal liaison (with arts team, press team, marketing, fundraising, and digital), book gifting and other elements of the campaign, in line with project plans and schedules
- To manage the development of content and resources, both online and print, with the Marketing and Web teams

### **Campaign Design**

- To help hone the campaign design, ensuring impact, relevance and effectiveness, via your own creativity and harnessing the expertise and input of other teams in the directorate (Arts, Press, Fundraising, Digital and Marketing)
- To get teams excited about the campaign, harnessing the ideas of others to ensure every opportunity is maximised
- To look for opportunities to engage the public and/or key stakeholders
- To evaluate the campaigns and draw up proposals for future development, working closely with other teams in the directorate to assess success and set clear objectives and goals for subsequent years

### **Relationship Management**

- To instigate, build and nurture relationships with:
  - a) celebrity supporters, writers, and illustrators (and/or their representatives) who can be called upon to support the campaigns
  - b) a network of industry contacts, including publishers, agents, booksellers, readers, other literature and trade organisations, BookTrust suppliers, partners, funders and corporate clients as required; to identify potential beneficial partnerships or opportunities and encourage collaboration
  - c) corporate supporters, encouraging them to sign up to and amplify the campaigns
- To act as a BookTrust ambassador and represent the organisation professionally at external meetings and events, in an accurate and diplomatic manner at all times

### **Sector and Knowledge development**

- To keep up-to-date with what's happening in the media, the publishing sector, politics, other events and more to ensure we avoid clashes and spot opportunities for collaboration.

<b>PERSON SPECIFICATION</b>		
<b>Job title: Campaign Manager</b>		
<b>CRITERIA</b>	<b>E or D*</b>	<b>S or I**</b>
<b>KNOWLEDGE</b>		
Knowledge of the arts and culture sector and developments within the literature arena	E	S/I
Familiarity with government initiatives and legislation relating to reading and writing	D	S/I
Understanding of the impact of reading and literacy as drivers of social change	D	S/I
<b>EXPERIENCE</b>		
A track record of successful campaign delivery, possibly from a PR agency context, achieving outcomes/objectives on time and within budget	E	S/I
Proven campaign management skills including planning, implementation and risk management	E	S/I
Experience of developing high impact campaigns within a PR context	E	S/I
Experience in building and managing budgets	E	S/I
Experience of matrix management and managing external consultants and suppliers	E	S/I
A track record of effective relationship management with clients, partners and other stakeholders	E	S/I
A track record in conceiving and delivering creative events and experiences	E	S/I
<b>SKILLS</b>		
Excellent IT skills: Microsoft Word, Excel, PowerPoint	E	I
Excellent interpersonal skills	E	I
Effective negotiation skills	E	I
Strong verbal and written communication skills	E	I
Effective teamworking	E	I

Strong presentation skills	D	I
<b>ATTRIBUTES</b>		
Proactive and highly motivated	E	I
Solution-focused	E	S/I
Resilient and flexible	E	I
Strong attention to detail	E	S/I
A commitment to equal opportunities and equality	E	S/I
<b>QUALIFICATIONS</b>		
Good general education to at least A Level	E	S
Degree level qualification or equivalent	D	S
<b>*E = essential criteria      D = desirable criteria</b> <b>**S = short listing criteria      I = interview criteria</b>		

### **CIRCUMSTANCES**

This role will be based at our Battersea office in London, the post holder must be willing to travel within the UK and to work out of office hours, if required, including evening events.

### **Terms and Conditions**

**Salary: £35,000 per annum**  
**28 days holiday pro rata**  
**3 x salary life assurance**  
**7% pension contribution**  
**Flexible working arrangements**  
**Childcare voucher scheme**