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Post Designation	Campaign Manager
Division	Marketing & Commercial Development
Department	Marketing
Section	Corporate Services
Location	Company HQ

Responsible to	Head of Marketing & Communications
Responsible for	All immediate reporting staff, external and agency staff and volunteers

Job Purpose	
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| 1. | To lead on promotions, campaigns, sales and marketing initiatives undertaken by Sport Aberdeen in line with overall business objectives. |
| 2. | To develop the Sport Aberdeen campaign marketing function and support all company service areas through the creative production of design items, promotional material and advertisements. |

General Responsibilities	
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| 3. | Ensure the effective management and utilisation of the financial resources allocated to the service, in line with the Company's financial regulations and any partner agencies accounting processes. Ensure that budgets are adhered to, and that best value is achieved through suitable financial monitoring procedures. |
| 4. | Effectively recruit, deploy and manage any nominated staff, full or part time and volunteers, providing appropriate training. |
| 5. | Develop and maintain highly effective working relationships with management and staff at all levels of the organisation and ensure that the reputation of the Marketing & Commercial Development department is maintained at a high level across the organisation. |

Role Specific Responsibilities	
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| 6. | Support, plan and organise membership (collaborating with the Performance & Insights Manager) and non-membership (collaborating with the Programme & Membership Services Manager) related promotions and campaigns, managing a campaign/promotion schedule for design, production and delivery of marketing collateral, and evaluate campaign effectiveness. |
| 7. | Work collaboratively with the Performance & Insights and Operations Managers to support venue specific sales plans and activities. Ensure required promotional activity is undertaken, monitored, evaluated, reported and built upon, on an on-going basis, utilising the data and customer feedback to enhance future campaigns. Produce regular KPI updates and promotion/campaign evaluations. |
| 8. | Collaborate with the Communications Manager to deliver on the design, copy writing, proofing and production of a range of promotional material, articles and advertisements, in accordance with Sport Aberdeen and partner brand guidelines, including creative direction on brand-level videos, web and graphic design projects. |

9. Collaborate with the Performance & Insights Manager in developing the growth of new leads by converting website traffic through calls-to-action, landing pages and lead generation, including offers.
10. Ensure that web content is managed (promotions, programme and venue specific information, timetables etc.) and developed.
11. Work in collaboration with the Communications Manager and Performance & Insights Manager to create social media content and manage the scheduling of social media posts, with the aim of converting followers to members and participants.
12. Manage and oversee the work of the Design Lead and any external graphic design companies.
13. Play a key role in managing and developing the Sport Aberdeen brand, sub-brands and key messages, developing brand knowledge and awareness internally and externally and refining the position and messages associated with the Sport Aberdeen brand.
14. Manage, build, maintain [in line with data protection and company policy] various email marketing campaigns, including member journey campaigns.
15. Manage the promotion of Sport Aberdeen at local and national events.
16. Manage the analytics and reporting on customer and competitor behaviours.
17. Maintain an up-to-date knowledge of the latest industry trends and customer challenges and ensure the team and others involved in marketing/branding/communications are up-to-date with the latest trends.
18. Support other projects and initiatives as directed by the Head of Marketing & Communications.

Generic

19. Employees are responsible for the implementation of the Health and Safety Policy in so far as it affects them, their colleagues and others who may be affected by their work. The post holder is also expected to monitor the effectiveness of the Health and Safety arrangements to ensure these are implemented and developed as necessary.
20. Be aware of and committed to the equal opportunities principles and practices of the company.
21. To be aware of the company's Data Protection Policy and ensure that its requirements are always fully met in their own work and the work of their teams, reporting any or suspected data breaches immediately to the Data Protection Officer.
22. This job profile cannot cover everything that may arise within the scope of the post. The post-holder will be expected to carry out other duties from time to time, as set by the Head of Marketing & Commercial Development, which are broadly consistent with the duties as detailed above and to help ensure the highest standards are maintained in every area of the business.
23. The duties of the post can be varied provided they remain commensurate with the level of responsibility.

Methods of Working Expectations

24. Adopt a participative and collaborative style of working, underpinned by strong interpersonal skills that ensure effective team work with partner's stakeholders and colleagues.
25. Exhibit the highest standards of professional behaviour, creating effective working relationships with the voluntary sector based on mutual trust and respect.

26. Use appropriate management information systems, maintain confidentiality and observe data protection guidelines.
27. Work with information technology and associated systems, and where appropriate, existing technology arrangements and consultative procedures will be applied in accordance with Company policies.
28. Take an active part in appraising their own work against agreed priorities and targets in accordance with Sport Aberdeen's performance management framework.
29. Undertake appropriate training associated with the duties of the post.

Prepared/Updated by	Lauren O'Neill Head of Marketing & Communications	May 2024
Approved by	Nickie Scorgie - Head of Human Resources & Organisational Development	May 2024
Status	ISSUED	