

magpie

# Digital Campaign Manager

Recruitment Pack



# We are Magpie.

Magpie is a creative behaviour change agency with expertise in good cause campaigns and meaningful marketing.

We choose to work with organisations that want to deliver social good and leave a lasting positive impact. With clients including NHS, Public Health England, hospitals, local authorities, the Met Office and Mind, our mission is healthier and happier communities; one person, one campaign at a time.

We are in a strong position, with 12 years of behaviour change interventions under our belts and ambitious plans for the future. As recovery from the pandemic begins, the world needs us more than ever to encourage positive behaviours and deliver lasting change. Now is the time to join our agency for the good of our clients and the communities we work in.

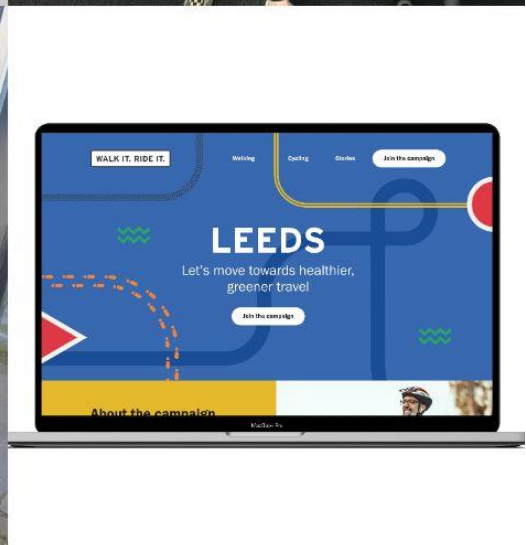
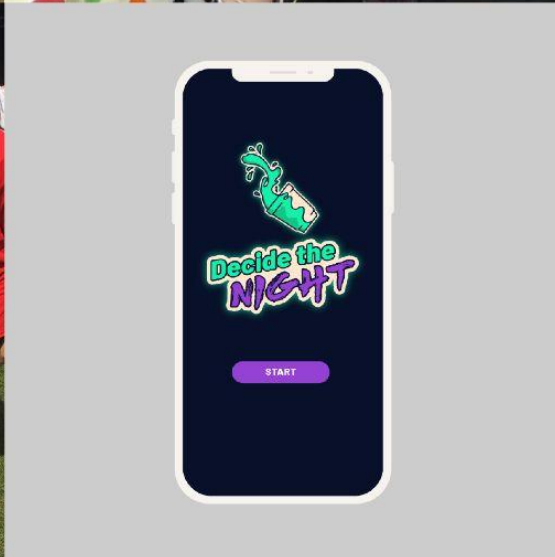
Inspirers, motivators, strategic thinkers, creative activists, communicators, collaborators, socially engaged, ethical, problem solvers, proactive, tenacious, experts.

We are driven by purpose and have a plan. Positive energy and social good emits from within and is felt across the team. We work as one, to succeed together and to respect the expertise each of us brings. We step up and keep going until the job is done, whatever it takes. This is what our clients and communities deserve.

**Join us, a passionate agency of change-makers, to deliver campaigns for good.**



At Magpie, we bring our purpose to life in everything we do. Our story today grows from every conversation, every idea, and every campaign we create. From concept development to the big idea, everything contributes to our **Great Campaign; an endless pursuit of healthier and happier communities.**



We are seeking a **Digital Campaign Manager** who can do something great with their talent, who can create healthier and happier communities; one person, one campaign at a time.

**Pay scale:** £25- £35k per annum (depending upon experience)

**Status:** Full time (37.5 hours per week). Blended working from home and Magpie studio in Leeds. Flexible working considered.

**Reports to:** Campaign Consultant

### **Main duties and responsibilities:**

- Plan and manage a range of digital marketing campaigns, acting as the account manager to clients, taking projects from initial scoping through all stages of delivery to final evaluation.
- Develop creative and engaging paid and organic social media strategies for Magpie and its clients.
- Project manage web development projects and web based campaigns working closely with our creative team to ensure we create maximum impact and adhere to web compliance.
- Manage the day-to-day handling of social media channels such as LinkedIn, Facebook, Twitter, Instagram, Tiktok and YouTube, adapting content to suit different channels.
- Oversee, plan and deliver content across different platforms using scheduling tools and ensuring web content will drive SEO.
- Create engaging multimedia content (and/or outsource this effectively) across multiple platforms.
- Develop and cultivate relationships with a range of stakeholders and influencers across social media platforms to ensure maximum engagement and impact for every campaign.
- Undertake audience and community insight and research to inform our digital campaigns.
- Research and evaluate the latest trends and techniques in order to find new and better ways of improving and measuring digital activity.
- Educate, train and support other staff on the use of social media and encourage collaboration across teams.
- Create accurate time plans and budgets and ensure delivery of our digital campaigns are within a budget and timescales reporting any slippage with your manager.
- Proofread copy for all campaign materials ensuring accuracy of all materials and providing formal sign off with client.



- Ensure that all campaign materials adhere to brand and identity guidelines across all campaign communication channels.
- Present (either in person or over screen) to a range of audiences in informal and formal settings.
- Ensure accurate notes are taken at meetings and timely production of contact reports with clients.
- Monitor campaign metrics and track results, supporting the production of regular campaign reports, using tools such as Google Analytics and Facebook Insights.
- Work with impact and commerciality at the core to achieve sales targets, making the most of every opportunity with existing and potential clients to attract and win fulfilling new business for Magpie.

### **General Responsibilities:**

- Positively promote Magpie through our channels; contributing content and monitoring our social media and website content.
- Represent Magpie at external events, when required, and to represent the business and its clients at all times in a professional and knowledgeable manner.
- Stay abreast of current issues facing our clients and campaigns and proactively join in the conversation, contributing to discussion on these topics.
- Deliver a great client experience, using every customer touchpoint as an opportunity to deliver Magpie's values.
- Adhere to relevant external legislation and compliance, and internal policies..
- Participate in the annual performance appraisal process and show a commitment to learning and personal development, striving to make your best better.
- Undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the business without altering the nature or level of responsibility involved.

# Person Specification

## Essential Skills and Experience

- At least 3+ years' experience of working in a digital marketing environment.
- At least 1+ years' experience of account management experience and working with clients.
- Proven successful experience in account management of web development projects.
- A solid understanding of planning and monitoring paid social advertising across a range of platforms.
- Experienced in crafting out social media content and plans that are in alignment with an organisations brand identity.
- Strong copywriting and editing skills suitable for each digital platform, from knowing how to write a successful tweet to using effective storytelling techniques for blogs.
- An understanding of online community management.
- The ability to be proactive and reactive to online activity and news events to help amplify campaigns digitally.
- Experienced in coordinating all aspects of managing projects and account handling including: budget control, client communication, planning and organisation within a team.
- Proven experience in monitoring campaign metrics using tools such as Google Analytics, Google Data Studio, Facebook Insights and native platform metrics.
- Capable at managing a high volume of information about stakeholders, their organisations and activities.
- An excellent team member with a 'can do' approach who will embrace the challenge.
- Self-motivated and confident, you will work on your own initiative under management rather than supervision.
- Proven track record in excellent customer service and liaising with clients.
- Experience in relationship management, with the ability to exercise sound judgement, sensitivity and political awareness in working with multiple stakeholders and interested groups.
- Proven experience and the ability to work with a wider campaign team – including creative, digital, PR, community and freelance partners, in order to deliver impactful high-quality campaigns.
- Excellent written and verbal communication skills.
- A keen attention to detail and budgetary constraints.
- Full awareness of creative processes and techniques – including across digital platforms
- A knowledge and understanding of the communities that Magpie campaigns are targeting.
- Innovative thinker, with proven ability to problem solve.

- Visionary and energetic.
- Resilient and diplomatic.
- A strong sense of social purpose and synergy with Magpie's mission.
- Committed to Magpies' values to inspire; excite; engage; collaborate; persist and believe
- Willingness to work evenings and weekends as required.

### **Beneficial Skills and Experience**

- Valid driving license and access to a car.
- Experience of supervising and managing others.

## **You are a Great Campaigner**

You are responsible for delivering the Great Campaign for clients, delivering work in response to the campaign strategy and providing real expertise in campaign design that truly creates impact.

### **You take initiative**

You never wait for the perfect brief or overlook the potential within each project. Every day, you aim to be part of the solution to the world's greatest challenges.

### **You create impact**

You see success as the sum of small actions you take.

### **You establish momentum**

Change doesn't come overnight. Each day, you pay attention to the small details.

### **You are driven by purpose**

Positive energy and social good emits from within and is felt across the team you work with. Your only agenda is to work as one within the team, to succeed together and to respect the expertise each of us brings.

### **You step up**

You get the job done, whatever it takes. Our clients, the communities you serve, and their campaigns always come first.

# Life at Magpie

At Magpie you won't find big egos, just big ambitions. We're a friendly and talented team, dedicated to making positive change. Here are some of the things you can expect from joining us...

**Profit share** - Our employees each get a share of our profits. Every year we distribute a sixth of our profit equally amongst the team. The more impact we make, the more we are rewarded.

**Vision days** - Every year we host a reflection and celebration day where the whole team inputs into our plan for the year ahead. These days also give us a chance to pause, reflect and celebrate the great things we have achieved together.

**Investment in you** - We invest significantly on training, development and rewards. We run our own University of Magpie to develop your specialist creative behaviour change skills with internal and external experts.

**Flexible working** - A good work-life balance is important, so we support flexible working and all of our work is cloud-based for effective remote working. We have a blended approach to working at home, in our studio at Munro House and out in the communities where our campaigns need us.

**Supporting causes** - We featured in Just Giving's top 5% of fundraisers. We're proud to have supported some great projects and causes over the years and even offer our team a day of paid volunteering a year. All our team get the gift of giving for their birthday and we donate to each person's favourite charity or cause as a birthday treat.

**Your Great Campaign** - Every team member has a Professional Development Plan which roadmaps their progression and helps them achieve their personal goals.

**Our culture** - We always do what it takes to achieve impact whilst protecting each others' wellbeing. We are stimulated and challenged whilst always feeling supported.



## Interested?

Send a cover letter of no more than 500 words explaining what you'd bring to the role, along with your CV to [\*\*impact@wearemagpie.com\*\*](mailto:impact@wearemagpie.com) by 10 November.

Interviews will take place from 22 November.

To arrange an informal conversation about the role please get in touch with [\*\*diane@wearemagpie.com\*\*](mailto:diane@wearemagpie.com)

**Magpie is committed to promoting a diverse and inclusive environment and is proud to be an equal opportunities employer - a place where we can ALL be ourselves and succeed on merit.**