



# **Director of Clients & Campaigns**

## 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.

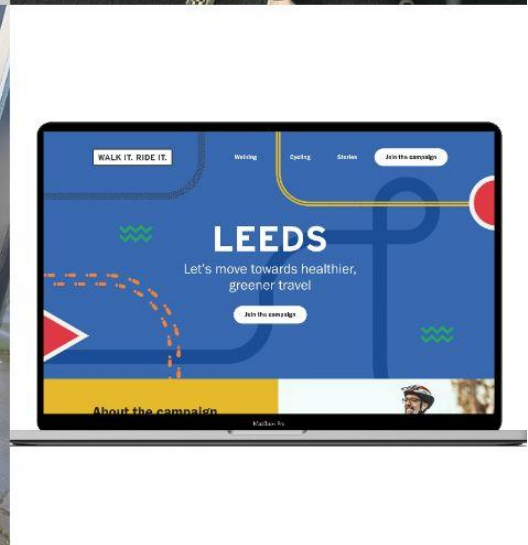
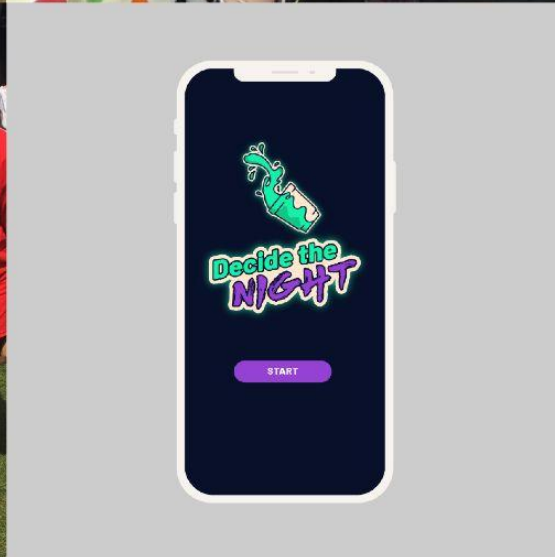
We are driven by purpose and have a plan. Positive energy and social good emits from within and is felt across the team. We work as one, to succeed together and to respect the expertise each of us brings. We step up and keep going until the job is done, whatever it takes. This is what our clients and 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 **Director of Clients & Campaigns** who can do something great with their talent, who can create healthier and happier communities; one person, one campaign at a time.

**Pay scale:** £45 - £55k 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:** Managing Director

**Direct reports:** Currently four Campaign Consultants and a team of campaign planning and delivery roles reporting to the Consultants.

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

#### **Magpie Leadership Team**

- This influential new role will form a crucial part of the leadership team at Magpie working closely with the Co-Founders, Managing Director, Creative Director and Director of Behavioural Insights. We are looking for an inspirational leader, with top-notch commercial acumen to lead a team of change-makers and drive forward our vision to make every day more meaningful through creative behaviour change.

#### **Campaign/Account Leadership**

- Ensure exceptional high-quality day-to-day running of all campaign and project management, overseeing all client services and delivery activity.
- Manage the tracking and performance across all our campaigns and projects to ensure team accountability and quality of service to meet and exceed clients expectations and create positive behaviour change.
- Provide motivating leadership, getting the best from those around you and playing to the strengths of a committed team of Campaign Consultants and Campaign Managers who you will line manage.
- Ensure your team can break down strategies into scopes of work, confidently managing communications between clients and the team while being able to respond to and challenge client thinking, providing intelligent timely responses.
- Prove yourself as a thought leader on behaviour change campaigns. Always abreast of current affairs, leading and joining conversations as a representative of Magpie and our clients.

- Provide strategic support to Campaign Consultants and Campaign Managers on their campaigns and projects, developing opportunities and roadmaps to help them deliver against objectives and hit targets.
- Oversee, develop and personally implement a limited number of strategic behaviour change marketing campaigns, from initial scoping and insight through all stages of delivery to final evaluation.
- Develop and cultivate relationships with a range of stakeholders to ensure maximum engagement and impact for every campaign.
- Recognise and nurture future opportunities within the networks and communities you are working with as part of our Great Campaign approach.
- Ensure systems are in place to monitor campaign metrics and track results, producing regular campaign reports, including web analysis and evaluation of KPIs, making recommendations for alterations to strategy and campaign tactics to optimise their impact.

## **Commercial Oversight**

- Drive the growth of our existing campaigns seeking opportunities with new clients or new funding to meet new business targets.
- Lead on the oversight of new business proposals and pricing models, maintaining profitable agency margin and seeking maximum impact for all clients.
- Manage and take complete accountability for the oversight of our campaign/account budgets, including setting budgets, budget management and regular and timely budget reporting, ensuring that your team hit monthly billing and delivery targets.
- Consistently work with impact and commerciality at the core to achieve campaign delivery targets.

## **Client Management**

- Responsible for the success, retention and growth of Magpie's client portfolio and growing a network of potential future clients.



- Develop and lead our strategy for growing business with existing clients, thinking proactively to ensure potential opportunities for clients are explored.
- Ensure the highest standards of service delivery for our clients, creating a partnership culture, in which your team provides proactive, intelligent, and diligent consultation to clients, guiding them with expertise.
- Put in place service delivery plans with all clients with regular reviews and opportunities to discuss future partnership working.
- Act as the ultimate client champion, available as a point of escalation for where needed, troubleshooting issues and finding solutions.
- Understand client objectives and interests as well as the environment in which they operate and propose innovative solutions to help them succeed.

#### **General Responsibilities:**

- Positively promote Magpie through our channels; contributing content and monitoring our social media and website content.
- Represent Magpie at external events 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.
- Continually develop your understanding of behaviour science and engage in training to enhance the Magpie 6 for gold behaviour change approach.
- 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

- 10+ years' experience of working in a strategic marketing role with proven impact and success.
- 3+ years' experience of leading an account management or client management team, managing multiple projects and meeting commercial targets with conflicting priorities.
- Extensive experience of line managing a team and developing thriving, happy and healthy team members.
- You will have previously managed or co-ordinated a large programme of campaigns and/or marketing projects at a high level, involving multiple stakeholders and organisations.
- Thorough understanding of social marketing principles bringing to the role an extensive applied experience of using the full marketing communications mix and delivering across all media channels.
- Demonstrable experience of meticulous project planning, and structuring and directing a cross-functional wider creative agency team for which you will be accountable for but not always responsible - including insight, creative, digital, PR, community engagement, and freelance partners.
- Proven success at creating positive change and impact, exceeding objectives and KPIs, able to illustrate the personal part you played in meeting these goals.
- Your strong business acumen will mean you have a track record in meeting financial targets with the ability to balance client priorities with agency commercials taking an entrepreneurial approach.
- Significant experience of growing new business, writing successful proposals and pitching winning ideas.
- You will be a great relationship manager with strong networking skills, and have the ability to exercise sound judgement, sensitivity and political awareness when working with multiple stakeholders.
- Desire to influence our campaigns and causes strategically and be a catalyst for growth, with a true hunger to build legacies from our campaigns.
- Empathetic understanding of diverse audiences, and a proven ability to draw on audience insight to develop strategies to effectively reach them.
- Capable of managing a high volume of information about stakeholders, their organisations and activities.
- Knowledge of relevant legislation and compliance including safeguarding and GDPR.
- An understanding of the challenges and opportunities facing at least one of the following sectors: public health; public sector; third sector; education sector.
- Excellent written and verbal communication skills, and a stand-out presenter.
- Scrupulous attention to detail.
- Innovative thinker, with proven ability to problem solve.

- Visionary and energetic.
- Resilient and diplomatic.
- Emotionally intelligent, acting with integrity and discretion.
- 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**

- Experience of working in a social marketing environment or cause related marketing campaigns.
- Applied knowledge of creative behaviour change techniques.
- Experience of writing successful proposals within the public sector and an understanding of the public sector procurement and tender processes.
- A relevant undergraduate or postgraduate degree in one of the following relevant areas would be advantageous: marketing; business studies; design and communications; behaviour change; social marketing.
- Membership of a professional organisation, such as Chartered Institute of Marketing.
- Valid driving license and access to a car.

## **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 midnight on 14 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.**

