

magpie

Campaign Consultant

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.

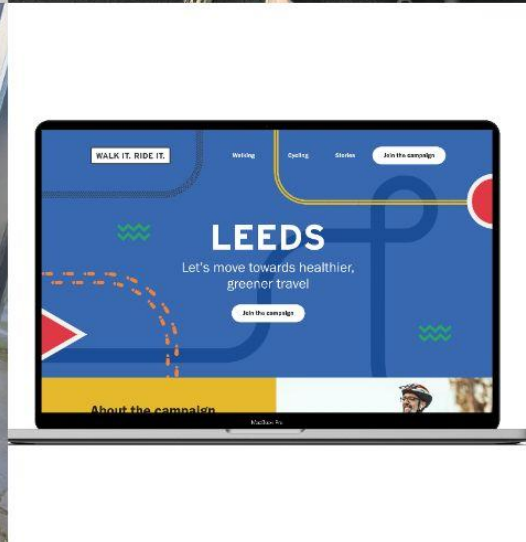
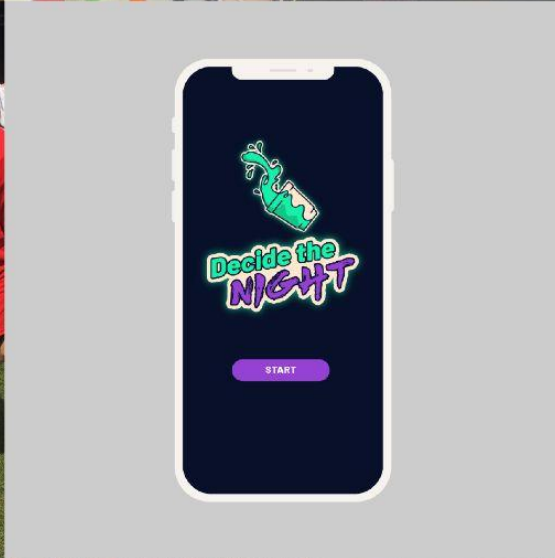
Inspirers, motivators, strategic thinkers, creative activists, communicators, collaborators, socially engaged, ethical, problem solvers, proactive, tenacious, experts.

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

Pay scale: £35- £40k per annum (depending upon experience)

Status: Full time / Part time. Blended working from home and Magpie studio in Leeds. All flexible working options considered.

Reports to: Associate Director of Campaigns.

Direct reports: Might include: Campaign Managers; Campaign Co-ordinators; and Campaign Ambassadors.

Role focus: Expertly lead strategic behaviour change marketing campaigns that create positive impact for our clients. A specialist consultant to our clients, able to juggle multiple campaigns to exceptionally high standards.

Main duties and responsibilities:

- Develop and implement strategic behaviour change marketing campaigns, from initial scoping and insight through all stages of delivery to final evaluation.
- Take a strategic lead on all aspects of service delivery for your clients ensuring best outcomes for every campaign.
- 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 proactive, intelligent, and diligent consultation to clients, guiding them with your expertise.
- 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.
- Manage and take complete responsibility for budgets, including setting budgets, budget management and regular and timely budget reporting.
- Interpret and academic reports and use academic principles to develop robust strategies.
- Translate insight and co-creation into campaign concepts and strategies that create maximum impact for clients.
- Brief and write copy for a range of campaign material as required, utilising external partners expertise when required.
- Proofread copy for all campaign materials ensuring accuracy of all materials and providing formal sign off with client.



- Provide hands-on marketing communications - capture and create social content, managing emails/database, promoting events and activities, writing press releases.
- Ensure that all campaign materials adhere to brand and identity guidelines across all campaign communication channels.
- Develop and cultivate relationships with a range of stakeholders to ensure maximum engagement and impact for every campaign.
- Prepare presentations and speak at a range of informal and formal meetings and events to varied audiences (ranging from small local community groups to large delegations of senior influencers).
- Recognise and nurture future opportunities within the networks and communities you are working with as part of our Great Campaign approach.
- Connect and keep in touch with communities and networks to constantly adapt live campaigns to create maximum impact profitably.
- 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.
- 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.
- Manage, motivate and support other staff to ensure our campaigns create positive impact.

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

- A strong and proven track record (at least five years) of planning, managing and delivering successful integrated marketing campaigns at a strategic/senior level, including time/delivery/budget management.
- A solid background in an agency or marketing environment (at least five years) able to ensure best practice is applied to planning work across a team, logging, analysing and interpreting time and budget records.
- A proven ability to manage campaigns from initial scoping and insight through all stages of delivery to final evaluation.
- Experience of working within or alongside one of the following sectors in a communications capacity: public health; public sector; third sector; education sector.
- Significant experience in relationship management, with the ability to exercise sound judgement, sensitivity and political awareness when working with multiple stakeholders.
- 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.
- Experience of working collaboratively with a range of partners and proven experience of shaping opportunities within communities to maximise campaign success.
- Extensive experience of managing budgets and reporting.
- Extensive experience of stakeholder engagement and client management.
- Excellent written and oral communication skills, with keen attention to detail.
- Knowledge of relevant legislation and compliance e.g. GDPR.
- An understanding of the challenges and opportunities facing at least one of the following sectors: public health; public sector; third sector; education sector.
- A strong sense of social purpose and synergy with Magpie's mission
- Committed to Magpies' values to inspire; excite; engage; collaborate; persist and believe
- Self-motivation with confidence and ability to hit the ground running, embrace the challenge and act on own initiative.
- Effective team management and leadership capabilities.
- Innovative thinker, with proven ability to problem solve.
- Strong communicator over screen, via video call, able to use collaborative tools online for co-creation and ideas.
- Visionary and energetic.

- Emotionally intelligent, acting with integrity and discretion.
- Resilient and diplomatic.
- Willingness to work evenings and weekends as required.

Beneficial Skills and Experience

- Driving licence and access to a car.
- A relevant professional qualification in marketing, behavioural science or project management.
- Membership of a professional organisation, such as Chartered Institute of Marketing or

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.

Birthday off work - Because no one should have to work on their birthday! If your birthday falls on a non-working day, you get the next working day off.

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 **Tom@wearemagpie.com**.

To arrange an informal conversation about the role please get in touch with **Tom@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.

