

magpie

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.

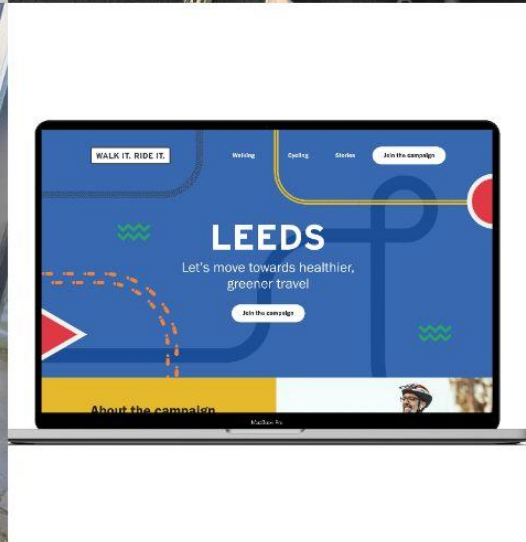
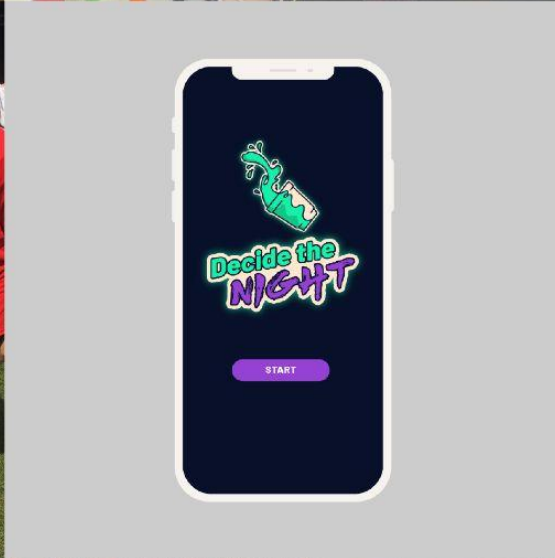
Inspirers, motivators, strategic thinkers, creative activists, communicators, collaborators, socially engaged, ethical, problem solvers, proactive, tenacious, experts.

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

Reports to: Campaign Consultant

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

Role focus: Manage the implementation of behaviour change marketing campaigns. Able to respond and react quickly to the needs of clients, community, team, and partners across multiple campaigns, commercially and with impact.

Main duties and responsibilities:

- Manage the implementation of behaviour change marketing campaigns, from initial scoping and insight through all stages of delivery to final evaluation.
- Break down strategies into scopes of work, confidently managing communications between clients and the team while being able to respond to clients, providing intelligent timely responses.
- Create accurate time plans and budgets and ensure delivery of campaigns is within a budget and timescales reporting any slippage with your manager.
- Contribute to all aspects of insight including survey design, workshops and co-creation sessions garnering insight for campaigns.
- Support with the interpretation of academic reports and use academic principles to develop robust strategies.
- 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, newsletters and campaign packs.
- 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.

- Coordinate all aspects of events from initial planning to final evaluation which will create impact for a range of audiences (ranging from small local community groups to large delegations of senior influencers).
- Present (either in person or over screen) to a range of audiences in informal formal settings.
- Ensure accurate notes are taken at meetings and timely production of contact reports with clients.
- 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, supporting the production of regular campaign reports, including web analysis and evaluation of KPIs.
- 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

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Beneficial Skills and Experience

- Driving licence and access to a car.
- At least 3 years' experience of working in an agency environment working directly with clients.

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.

