

**magpie.**

# Campaign Manager

23rd September 2025

To apply, send your cover email and CV to Dave Timothy using the Apply Now button on the job page or email [dave@wearemagpie.com](mailto:dave@wearemagpie.com) directly.

# Working at Magpie

*We want to work with people who share our passion for purpose-driven work. That means individuals who are motivated by making a difference in areas like health, equity, climate and community.*

*We look for people with strong expertise – whether in behavioural science, strategy, campaign consultancy, project management, creative, or engagement – who are also natural collaborators, excited to work across disciplines and with diverse voices.*

*Just as importantly, we value curiosity, adaptability and openness: people who are willing to test, learn and refine. Above all, we're looking for people who are values-led, who bring clarity, empathy and integrity into their work every day.*

*We are driven by the belief that communications can tackle complex societal challenges and shift behaviours in ways that matter. Whether it's improving public health, reducing harm, or accelerating the move to net zero, we bring together creativity, evidence and collaboration to make a measurable difference.*

## Campaign Manager

We're seeking a Campaign Manager to join our team and drive behaviour change marketing campaigns from strategy through to evaluation, overseeing client relationships, budgets, and timelines. The role calls for excellent organisational, communication, and collaboration skills, with a passion for delivering meaningful, socially driven impact across health, equity, climate, and community.

### Key responsibilities

- Manage the implementation of behaviour change marketing campaigns, from initial scoping and insight through all stages of delivery to final evaluation.
- Confidently manage day to day communications between clients and the Magpie team.
- Create accurate time plans and budgets, and ensure delivery of campaigns are within the agreed budget and timescales, reporting any slippage with your manager.
- Brief and write copy for a range of campaign material as required, utilising external partners expertise when required.
- Proofread copy and check all campaign materials ensuring accuracy of all materials and providing formal sign off with clients.

- Brief and manage print and production partners where required.
- Ensure that all campaign materials adhere to brand and identity guidelines across all campaign communication channels.
- Develop and cultivate relationships with your client base, delivering a great client experience, using every customer touchpoint as an opportunity to demonstrate Magpie's values.
- Attend and participate in client presentations as and when required.
- Ensure accurate notes are taken at meetings and timely production of contact reports with clients.
- Collaborate with our community team to deliver impactful campaigns efficiently, on time and within budget.
- Monitor campaign metrics and track results, supporting the production of regular campaign reports, including web analysis, evaluation of KPIs, advertising performance and audience impact.
- Support the Campaign Consultants in developing marketing communications e.g. capture and create social content and managing emails/databases.
- Deliver a great client experience, using every customer touchpoint as an opportunity to deliver Magpie's values.

## Person Specification

### Essential Skills and Experience

- Organisation & Time Management – able to juggle multiple projects, deadlines and stakeholders without losing detail.
- Communication Skills – clear, concise and adaptable in both written and verbal communication with clients and internal teams.
- Relationship Building – strong interpersonal skills to foster trust and collaboration across insight, strategy, creative and campaign consultant teams.
- Problem Solving – proactive in spotting risks or issues early and finding practical, creative solutions.
- Attention to Detail – ensuring accuracy and consistency across budgets, briefs, schedules and deliverables.
- Adaptability & Resilience – staying calm and resourceful under pressure, and adjusting quickly to shifting priorities.
- Commercial Awareness – understanding how project decisions impact budgets,

margins and profitability.

- Attitude & Outlook - Enthusiasm is a must. We want someone who demonstrates initiative and brings energy by the bucket load to every task and project.
- Client Focus – balancing the client’s needs with agency processes to deliver value and build long-term relationships.
- Strategic Thinking – looking beyond immediate tasks to ensure projects align with wider campaign objectives and client goals.

### **Beneficial Skills and Experience**

- Driving licence and access to a car.
- At least 2 years’ experience of working in a marketing, comms agency or creative agency.

## **Life at Magpie**

At Magpie, you won’t find big egos, just big ambitions for the world we live in. We’re a friendly and talented team, dedicated to making positive change. Here are some of the things you can expect from joining us:-

Peer voted for purpose – We are very proud to have been voted ‘Top 25 for purpose’ by other agency owners across the UK

Profit share – Our employees each get a share of our profits.

Enhanced holidays - We offer 39 days annual leave, including bank holidays and Christmas shutdown, and your birthday off too. We carefully balance work and life and have chosen this policy to make sure everyone gets a good amount of time for rest and recreation.

Flexible working – A good work-life balance is important, we are advocates of flexible 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.

Whole agency co-creation - Every six weeks, we get together as a whole agency and work ‘on us’. Innovation, ideas, better ways of working, time with all of us together.

Annual vision day - Each year, we get together to celebrate what we are proud of from the past year, co-create the direction of travel towards our vision for the year ahead, and spend some fun and fulfilling time as a team.

Supporting causes – Social impact is fundamental to what we do. We also featured in Just Giving’s top 5% of fundraisers, and our team each get the gift of giving for their

birthday when we donate to their favourite charity or cause as a birthday treat.

A supportive culture – We always do what it takes to achieve impact whilst protecting each other's wellbeing. We are stimulated and challenged whilst always feeling supported.

Inclusion as standard – Magpie is certified as disability confident, we are a Real Living Wage employer, and are Equality Registered.

Enhanced pension scheme – All team members receive above the statutory pension employer contribution.

Dog-friendly office – We welcome well-behaved dogs into our studio space!

### **Job Details**

Pay scale: £26- £32k per annum (depending upon experience)

Status: Permanent, Full time role but all flexible working options considered. We offer blended working from home and the Magpie studio in Leeds.

Reports to: Campaign Consultant Team

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.

### **Key Dates**

20th October 2025: Closing date for applications

23rd October 2025: Introductory meetings with shortlisted candidates (virtual)

3rd November 2025: Interview for selected candidates (in person)

Selection: 5th November 2025