

Our Purpose

Working together to secure a thriving future for the railway and for the communities we serve

Your Role: Marketing Operations Manager

Your Purpose

Reporting to the Senior Campaigns Manager and external agencies, to devise and execute marketing campaigns that support revenue and customer communications objectives. Creating high awareness and engagement with key messages to customers, that build trust and integrity for Southeastern.

As part of the marketing team, you will work to deliver engaging and interesting customer information campaigns that best represent Southeastern.

Your Talents

- ✓ Educated to degree level or equivalent
- ✓ Excellent attention to detail
- ✓ Strong collaboration skills
- ✓ Campaign management experience and working with agencies
- ✓ Good understanding of cost of marketing activity
- ✓ Clear understanding of marketing reporting and all aspects of the marketing mix
- ✓ Outstanding attention to detail with strong copywriting, proofing, and editing skills
- ✓ Thinking and problem solving
- ✓ Strong communication and people skills
- ✓ Excellent attention to detail with ability to think creatively and strategically
- ✓ Proactive and a self-starter
- ✓ Ability to work at pace across multiple activities and to tight deadlines
- ✓ Excellent team player



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Your Responsibilities & Accountabilities

- ✓ In line with the annual campaigns plan, devise customer information campaigns with the aim of informing and retaining customers. Maintaining trust and transparency.
- ✓ Ensuring campaigns are delivered on time and to budget.
- ✓ With the Senior Campaigns Manager - brief media and creative agencies on customer information campaigns.
- ✓ Manage specific campaign budgeting and forecasting, raising purchase orders and keeping the PO tracker up to date. Ensuring the Senior Campaigns Manager has everything required for monthly meetings with the Finance Business Partner
- ✓ Work to help develop creative assets, researching subject matter, writing, editing and proofing all copy to ensure accuracy.
- ✓ Manage the implementation, tracking, measurement and post campaign analysis of marketing campaigns, paying close attention to ROI and evolving learnings to optimise future activity.
- ✓ Ensure that Southeastern's brand and identity is adhered to in campaigns and marketing communications.
- ✓ Comply with internal approvals procedure and industry guidelines, specifically ASA and CAP code.
- ✓ Working with the wider Marketing, and Commercial team to understand relevant messaging to include in Customer Information campaigns.
- ✓ Collaborate with the eCRM Manager for campaign activity and delivery.
- ✓ Work closely with econometrics, internal intelligence and insight teams to track activity and forecast customer information campaigns.
- ✓ Close liaison with the Communications team to support PR, enhance reputation and achieve campaign coverage.
- ✓ Ensure colleagues across the business are aware of customer information campaigns and initiatives, and that any engineering works or similar are factored in.

What we trust you to do – (Authority to Act)

- ✓ Report performance of activity to the Senior Campaigns Manager
- ✓ Execution of all Customer Information campaigns
- ✓ Propose annual plan and budget for Customer Information campaigns

The way we work (our ways of working)

- ✓ **We think what if**
We see something we could do better. We get involved.
- ✓ **We show we care**
We look out for people. We do what we can to help.
- ✓ **We make great things happen**
We take on a task. We get it done.



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Approved by Alicia Andrews, Commercial Director

