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| A | **Post Details** | | | |
|  | Job Title: | Campaigns Manager | Function: | Commercial |
|  | Location: | More London | Unique Post Number: |  |
|  | Reports To: | Marketing Manager | Grade: | MG1 |
| B | **Purpose of the Job** | | | |
|  | Working in collaboration with the Marketing Manager and external agencies, to devise and execute consumer marketing campaigns for Southeastern in order to generate income and grow the leisure market. | | | |
| C | **Principal Accountabilities** | | | |
| C1  C2  C3  C4  C5  C6  C7  C8  C9  C10  C11  C12  C13  C14  C15  C16 | In line with the business and marketing strategies, devise B2C (business to consumer) integrated marketing campaigns with the aim of acquiring and retaining customers. Ensuring all campaigns deliver on time and to budget.  Brief and oversee media and creative agencies and ensure best practice execution of all campaigns.  Manage campaign budgeting and forecasting, raising purchase orders, managing marketing tracker and work closely with Finance Business Partner to ensure timely payment of suppliers  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 Commercial Retail Team to ensure all ticketing drivers and offers associated with promotions are implemented compliantly with regulations.  Collaborate with the eCRM Manager to maximise use of customer database and customer segmentation for campaigns and ‘always on’ media.  Collaborate with Partnerships Manager to promote any partner offers during the campaign period.  Work closely with econometrics, internal intelligence and insight teams to track activity and forecast campaigns.  Close liaison with the Communications team to support PR, enhance reputation and achieve campaign coverage.  Develop and implement organic social media strategy working with external agency and internal Digital Executive. Ensuring all social posts are approved on time and in line with brand guidelines.  Ensure colleagues across the business are aware of all marketing campaigns and initiatives.  Collaborate with Digital team to optimise leisure/destination content on our company website to enhance campaigns  Ensure the timely design, print, distribution and booking of marketing posters and leaflets at stations, briefing our poster management agency on upcoming prints | | | |

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| D | **Safety Responsibilities** | | | | |
| D1 | This post is required to undertake SAFETY CRITICAL WORK | Yes |  | No |  |
| D2 | This is a KEY SAFETY POST or nominated deputy | Yes |  | No |  |
| D3 | The holder of this post is identified as a KEY SAFETY MANAGER | Yes |  | No |  |
| D4 | The job requires competence in PERSONAL TRACK SAFETY | Yes |  | No |  |
| D5 | This job has SPECIFIC SAFETY RESPONSIBILITIES (if Yes see section D6 below) | Yes |  | No |  |
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| D6 | The post holder has the following specific safety responsibilities: | | | | |
|  | * N/A | | | | |
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| E | **Decision making Authority** | | | | |
| E1  E2  E3 | Recommendations for campaign spend and activity based on learnings  Recommendations for creative in collaboration with Brand team  Booking of marketing poster sites | | | | |
| F | **Most Challenging and/or Difficult parts of the role** | | | | |
| F1  F2  F3 | Increasing marketing effectiveness and presence via social media channels  Managing priorities and delivery of requirements on time and within budget  Managing key stakeholders and working with multiple teams internally | | | | |

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| G | **Person Specification** |
|  | Southeastern aims to recruit people not just for jobs but for long term careers. We want good quality, talented people with the right attitude who will stay with us.For these reasons we look for evidence of Southeastern values and behaviours in all potential staff and our existing staff looking for promotion along with the particular experience/knowledge, skills and behaviours relevant to the position applied for. These areWe care passionately about our people and passengers  * + we put ourselves in our passengers’ shoes to do what’s right for them   + we support our colleagues to be, feel and do their best   + we love the places we serve and do our bit for our communities and environment  We aim to be the best  * + we move with pace, we’re agile and learn from everything   + we relentlessly strive to be the best   + we are professionals with personalities  We make the difference together  * + we are answerable to each other and our passengers   + we trust each other and do what we say we will   + we are stronger together than we are as individuals   We also have identified behaviours required to be successful in leading Southeastern.  The Leading Southeastern framework details **how** we should be behaving in order to drive up performance to deliver **85 by 18**.  All shortlisted candidates seeking promotion will be assessed against this framework.  The job demands the following blend of experience/knowledge, skills and behaviours (all are essential , unless otherwise shown and will be assessed by application and/ or interview/assessment) : |
| G1 | Experience, Knowledge & Qualifications (including any specific safety training requirements) Educated to degree level or equivalent  Experience of running marketing campaigns incorporating management of external agencies  Good understanding of cost of marketing activity  Clear understanding of marketing planning and reporting and all aspects of the marketing mix  Excellent communication and people skills  Outstanding attention to detail with strong copywriting, proofing, and editing skills  Able to prioritise work on own initiative, working to tight deadlines  Thinking and problem solving |
| G2 | Skills (including any specific safety critical competencies) Strong communication and people skills  Excellent attention to detail with ability to think creatively and strategically  Proactive and a self-starter  Eye for a good story/marketing opportunity  Integrity  Team spirit  Attention to detail  Ability to analyse data and draw out actionable insights |
| G3 | Behaviours |
| G4 | **Other** |

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| H | **Dimensions of role** | | | | |
| H1 | Financial – Direct: | |  | | |
| H2 | Financial – Other: | |  | | |
| H3 | Staff Responsibilities – Direct: | |  | | |
| H4 | Staff Responsibilities – Other: | |  | | |
| H5 | Any Other Statistical Data: | |  | | |
| I | **Acknowledgement** | | | | |
| I1 | Prepared By: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Date: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| I2 | Approved By (Head of Department): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | Date: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **J** | **Job Description Briefing** | | | | | |
|  | The post holder has been briefed on and understands the requirements of this Job Description and other related documents: | | | | | |
|  | Name of post holder: |  | Signature: |  | Date: |  |
|  | Name of briefing manager: |  | Signature: |  | Date: |  |
| **K** | **Nominated Deputy for Safety requirements** | | | | | |
|  | If this is a KEY SAFETY POST (D2 in Safety Details above is YES) at least one nominated deputy must be identified. The Job Holder must ensure that the Nominated Deputy(ies) receives a copy of, and is briefed on this Job Description. If there are more nominated deputies, they should sign further copies of this Job Description. | | | | | |
|  | The nominated deputy has been briefed on and understands the requirements of this Job Description and other related documents: | | | | | |
|  | Name of nominated deputy: |  | Signature: |  | Date: |  |
|  | Name of briefing manager: |  | Signature: |  | Date: |  |