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marketing solutions that really work

Job Title: **Programme Manager**

Department: **Delivery**

Reporting to: **Head of Marketing Programmes**

The Company:

Panovus is a growing marketing agency that offers a new approach to solving complex marketing challenges using a mix of branding & creative, demand generation, data & insight and programme management. We help our clients to create, renew, and communicate their brand through an integrated approach to marketing communications.

The Role:

The Campaign Manager manages the design, development and execution of campaigns on behalf of Panovus's clients and clients of other companies within the Panovus Group. They produce contact strategies and campaign plans and make sure that these plans are delivered on time, on budget and produce the expected results. This involves extensive collaboration with others within the Panovus Group and other suppliers. It also requires frequent interaction with clients on a campaign and project basis.

Key Responsibilities:

- Design of campaign contact strategies and production of campaign plans.
- Production and delivery of briefs for different internal or external suppliers.
- Oversight and management of suppliers as they produce campaign assets.
- Forecasting and target setting for campaign performance and spend.
- Validation that all preparations are in place and are of suitable quality prior to campaign launch.
- Management of campaign launch and ongoing execution.
- Identification and resolution of campaign development and delivery issues.
- Production and delivery of progress and performance reports.
- Management of campaign spend to ensure it remains within budget.
- Management of suppliers relating to campaign build and execution.
- Management of interactions with specific client representatives for individual campaigns.
- Assisting with other business development and delivery activities when required.

- *The above responsibilities are indicative of the work required and should not be seen as an exhaustive list.*

Key Skills:

- Timely delivery of campaigns to market.
- Quality of execution.
- Lead generation.
- Opportunity conversion.
- Management within budget.
- Cost per contact/lead.

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PERSON SPECIFICATION

	Essential	Desirable
Qualifications	• GCSE's or equivalent in English, Mathematics,	• Degree educated • Experience in marketing positions • Project management certification or courses would be an asset
Experience	• Strong understanding of marketing management, particularly in multi-channel environments • Multi-touch, multi-tactic campaigns.	• Experience of working in countries across EMEA and global • Experience with business to business marketing • Experience in high tech industry • Experience in interactive marketing and deep understanding of either volume or enterprise marketing
Skills & Abilities	• Outstanding ability to execute and project manage integrated campaigns within budget and on time • Strong project management, organizational, oral and written communication skills • Solid analytical ability to evaluate campaign effectiveness based on quantitative and qualitative data • Ability to identify areas of improvement and suggest or make suitable changes as a result • Ability to work effectively as a team member to meet objectives	• Language skills would be beneficial
Personal Qualities	• Flexibility and adaptive especially when problems arise and resolution of them requires adjustments across the team and amongst stakeholders and vendors	
Other		

If you are looking for a challenging career, to make a move and make a difference within a growing agency, and join us on our journey, please send a covering letter along with your CV.

Panovus is an Equal Opportunities Employer.

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