

Job Title:
Reporting to:
Directorate
Direct Reports:

Marketing Campaign Manager
Trade & Campaigns Planning Manager
Enterprise
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Job Band: 2
Team CRM & eCommerce

Job Summary

The Marketing Campaign Manager (B2B) leads the end-to-end delivery of integrated marketing campaigns across St John Ambulance's Training and Supplies portfolios. From brief to evaluation, you'll manage timelines, workflows and the campaign critical path, coordinating content, channels, agencies and internal stakeholders to ensure timely, high-impact delivery.

Reporting to the Trade & Campaigns Planning Manager, you will manage and lead campaign deliverables, collaborating with teams such as Brand, CRM, Digital, PR, Social Media and eCommerce to drive consistent messaging with measurable results. You'll also work with Product and Sales teams to align marketing with commercial goals, support new product launches and manage campaign budgets effectively. This is a hands-on, delivery-focused role for someone highly organised, commercially aware and confident managing complex campaigns in a fast-paced environment.

While focused on driving St John Ambulance's commercial growth, the role also supports our wider charitable mission of putting the power of first aid in everyone's hands.

Key Responsibilities

- **Campaign Management:** Deliver integrated, multi-channel campaigns to drive commercial growth for Training and Supplies, owning critical paths from brief to evaluation, ensuring that all planned deliverables reflect the marketing brief.
- **Stakeholder Coordination:** Lead stakeholder management of campaign deliverables, collaborating with internal channel leads to ensure aligned and effective campaign execution, and provide regular campaign updates to key stakeholders.
- **Brand Governance:** Partner with the Brand and Content colleagues to ensure all campaign messaging and creative assets align with St John Ambulance's brand identity and tone of voice.
- **Agency & Supplier Management:** Brief and oversee external agencies (creative, media, production), ensuring timely, high-quality and cost-effective delivery.
- **Collaboration & Relationships:** Build strong relationships with agencies and internal teams across St John Ambulance to ensure campaign opportunities are maximised and activity is aligned across channels.
- **Budget Management:** Working with the budget owner, track campaign costs, raise purchase orders and forecast spend to ensure budgets are used efficiently and deliver value for money.
- **Go-to-Market Support:** Plan and coordinate marketing activity to support new product, course and service launches, ensuring strong internal alignment and measurable external impact.
- **Performance Tracking:** Work with the Trade & Campaigns Planning Manager, CRM, eCommerce, PR, Social and Insight colleagues to set KPIs, monitor results and optimise performance.
- **Campaign Evaluation:** Support the Trade & Campaigns Planning Manager with monitoring and reporting on campaign success across channels, always looking to drive growth and improvement.
- **Cross-Functional Collaboration:** Liaise with Sales, Product, Training Delivery and Operations to align marketing with commercial and operational priorities, and serve as the central coordination point between Marketing and Brand colleagues to ensure integrated messaging across all campaign channels.
- **Meetings & Communication:** Ensure teams are aligned on priorities and represent Marketing at weekly Commercial Trade meetings or other forums, sharing updates on campaign priorities and performance.
- **Continuous Improvement:** Responsible for working closely with the Trade & Campaigns Planning Manager to identify opportunities to refine campaign planning and share learnings to strengthen future activity.
- **Values & Inclusion:** Champion St John Ambulance's HEART values and commitment to inclusion, diversity and equality.
- **Flexibility:** Perform any other duties consistent with the responsibilities and grade of the post.

Important things you need to know about this job

- Be willing to travel and work outside of normal office hours when required
- Passionate about St John's mission and HEART values.

Our Values and Commitment to Equality, Diversity and Inclusion

- Our HEART values – Humanity, Excellence, Accountability, Responsiveness and Teamwork – guide all we do.
- We are committed to being an organisation that is inclusive and welcoming of individual differences while championing equality of treatment and opportunity.

Person specification

Requirements	Essential	Desirable
Education and Qualifications		
Degree (or equivalent experience) in Marketing, Communications, Business or a related discipline.	✓	
Evidence of continuing professional development in marketing, digital or campaign/project management (e.g. short courses, CPD-accredited training, professional body membership, or relevant experience).	✓	
Professional marketing qualification (e.g. CIM, IDM).		✓
Training or certification in campaign or project management (e.g. Agile, PRINCE2, Asana).		✓
Experience		
Proven experience planning and delivering integrated marketing campaigns from brief to evaluation.	✓	
Experience managing campaign budgets and ensuring cost-effective delivery.	✓	
Experience coordinating multi-disciplinary teams or channel specialists to deliver campaigns.	✓	
Experience briefing and managing external agencies or suppliers (creative, media, production).	✓	
Experience using campaign tracking and analytics tools (e.g. GA4, Power BI, HubSpot).	✓	
Experience working in a B2B, ecommerce or commercial marketing environment.	✓	
Experience supporting new product or course launches.		✓
Experience in a charity, not-for-profit or purpose-led organisation.		✓
Experience using project/workflow tools (e.g. Airtable, Asana, Monday.com).		✓
Skills, knowledge and abilities		
Strong project management skills with the ability to manage multiple priorities and deadlines.	✓	
Strong stakeholder management skills, with the ability to communicate effectively and manage expectations across all levels of the organisation, from senior leadership to delivery teams.	✓	
Excellent organisational skills and attention to detail.	✓	
Confident communicator with the ability to influence and build relationships across teams.	✓	
Understanding of campaign metrics and ability to interpret data to inform decisions.	✓	
Familiarity with marketing channels and campaign tools (email, paid media, social, eCommerce, PR).	✓	
Competent in Microsoft Office, especially Excel, for campaign planning & management and budget tracking.	✓	
Knowledge of the workplace training, health & safety, or first aid sectors.		✓
Understanding of the relationship between Marketing and Sales pipelines.		✓
Commitment to St John Ambulance's HEART values and inclusive culture.	✓	
DBS Requirement		
Does the role require a DBS check to be carried out to be successful for the role	Yes	No
<i>If Yes what level of DBS check is required for the role Basic/Enhanced</i>		✓

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: JP

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