

#Job Title:
Reporting to:
Directorate

Marketing Campaign Manager
Senior Trade Marketing Manager
Enterprise

Job Band:
Team

2
**Trade Marketing, CRM &
eCommerce**

Direct Reports:

0

Job Summary

The Marketing Campaign Manager is primarily responsible for the project management and delivery of integrated marketing campaigns across St John Ambulance's Training and Supplies portfolios. Acting as the central coordinator for trade marketing campaign activity, the role is accountable for building and managing detailed campaign delivery plans, critical paths, timelines, dependencies and stakeholder actions from initial brief through to implementation and post-campaign evaluation.

The postholder will manage multiple campaigns and projects at different stages of development, and will be required to coordinate input from a wide range of stakeholders across Marketing, Sales, Product, Operations and external agencies to ensure delivery against agreed deadlines. This is a hands-on, delivery-focussed role for someone highly organised, commercially aware and confident managing complex campaigns in a fast-paced environment.

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

Key Responsibilities

- **Project Management:** Manage multiple campaigns and projects running concurrently, balancing priorities, critical paths, resource requirements and deadlines while maintaining clear visibility of progress, risks and dependencies.
- **Campaign Planning & Governance:** Facilitate campaign kick-offs, planning meetings and status reviews, ensuring documentation, actions, timelines and stakeholder responsibilities are clearly defined and maintained throughout delivery.
- **Stakeholder Coordination:** Lead and influence stakeholders across Marketing, Sales, Operations, Product and other business functions, ensuring actions are completed to deadline, proactively managing risks, removing blockers and driving campaign accountability.
- **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 Senior Trade Marketing Manager CRM, eCommerce, PR, Social and Insight colleagues to set KPIs, monitor results and optimise performance.
- **Campaign Evaluation:** Support the Senior Trade Marketing Manager monitoring and reporting on campaign success across channels, always looking to drive growth and improvement.
- **Cross-Functional Collaboration:** Coordinate Sales, Product, Training Delivery, Operations, Marketing and Brand stakeholders to deliver integrated campaigns aligned to commercial and operational priorities.
- **Meetings & Communication:** Ensure teams are aligned on priorities and represent Marketing as required at Commercial Trade meetings or other forums, sharing updates on campaign priorities and performance.
- **Continuous Improvement:** Responsible for working closely with the Senior Trade Marketing 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 (eg. short courses, CPD-accredited training, professional body membership, or relevant experience).	✓	
Professional marketing qualification (eg. CIM, IDM).		✓
Training or certification in campaign or project management (eg. Agile, PRINCE2, Asana).		✓
Experience		
Proven experience project managing complex, multi-channel marketing campaigns from brief through to delivery, evaluation and stakeholder reporting.	✓	
Experience developing and managing project plans, critical paths, timelines, risks and dependencies across multiple concurrent campaigns or projects.	✓	
Experience coordinating multiple stakeholders across different business functions to deliver projects against fixed deadlines.	✓	
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 working in a B2B, ecommerce or commercial marketing environment.	✓	
Experience using project/workflow tools (eg. Airtable, Asana, Monday.com).	✓	
Experience supporting new product or course launches.		✓
Experience in a charity, not-for-profit or purpose-led organisation.		✓
Skills, knowledge and abilities		
Excellent project management skills with the ability to manage multiple campaigns simultaneously, create critical paths, coordinate dependencies and deliver against competing 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.	✓	
Strong influencing and stakeholder leadership skills, with the ability to secure engagement and drive progress from colleagues across different functions and levels of seniority.	✓	
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
		✓

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:	Date of preparation:
Job Approved Date:	Version: 2
Ref: JDPS / Enterprise/CRM&EC/T&CE/2025	