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| **ROLE Title:** | Campaign Manager | | **DAte:** | | April 2024 | |
| **ROLE Code:** | **D** | | **Business Unit:** | | Data & Insight | |
| **JOb Family:** | Marketing | |  | |  | |
| **Role** | | **Need to Do** | | **Need To Know** | | **Need to Be** |
| **Role Purpose**:   * Part of the Campaign function within Insight responsible for increasing the value of the RAC customer base by supporting the planning, development and implementation of targeted and sequenced customer workflows in Adobe Campaign & Braze which are free of errors and compliant and campaign optimisation. This includes the deployment of propensity models built by the Insight team and the application of appropriate and measurable test plans developed with the marketing teams. * Responsible for build, management and automation of complex campaign workflows, drive efficiences through process optimisation and repeatable business rules * Support the Senior Campaign Optimisation Manager in their role to ensure Adobe Tech is utilised effectively in order to deliver against marketing strategy * Monitor campaign activity to proactively identify problems * Support project work and lead on your own small projects for change   **Role Dimension:**  **Financial**   * Deliver cost-efficient data driven marketing campaigns to maximise either member acquisition, cross sell, up sell, loyalty or retention rates * Budget management (cold data costs etc.)   **Non Financial**   * Interpret requests for work into campaign data briefs ensuring all requirements are gathered and met, obtaining sign off from relevant stakeholders * Interpret data briefs into optimised campaign selections for mailing, outbound calling, email and SMS * Implement the RAC contact strategy rules * Work closely with Senior Campaign Optimisation Manager , Brand & Communications teams, Analysts & stakeholders to ensure that the relevant targeting, segmentation and testing strategies are applied to support the customer contact plan and delivering continuous improvement * Review post campaign analysis results and share these with stakeholders, providing recommendations for campaign optimisation * Meet campaign delivery deadlines set according to agreed service levels * Be agile in approach to changing business priorities * Work with the Marketing Technology team to ensure that the right data is available at the right time to execute targeted activity * Ensure that campaigns are built to be measurable and can be accurately reported on * Ensure that GDPR & FCA requirements are met * Be a recognised expert in Adobe Campaign and customer and prospect data within RAC – working with RAC marketing systems   **Reports To**   * Senior Campaign Optimisation Manager   **Relationships**  Manage effective relationships with key stakeholder teams: Acquisition; Insurance; Retention; Contact centre; Business Services; Service Delivery; IT Change; | | **Outcomes**   * Interpret requests for work into campaign data briefs ensuring all requirements are gather and met, obtaining sign off from relevant stakeholders, build manage and deliver scalable workflow deployment using Adobe Campaign and Braze * Interpret data briefs into optimised campaign selections for mailing, outbound calling, email, push and SMS, ensuring processes are developed to automate where possible * Implement the RAC contact rules * Meet campaign delivery deadlines set according to agreed service levels * Continually review campaign processes and campaigns to identify areas for improvements * Work with the Marketing Technology team to ensure that the right data is available at the right time to execute targeted activity * Ensure that campaigns are built to be measurable and can be accurately reported on * Review post campaign analysis results and share these with stakeholders, provide recommendations for improvements in campaign performance relating to CPA/ROI * Ensure that GDPR & FCA requirements are met * Be a recognised expert in customer data within RAC * Create and maintain accurate process documentation to aid campaign delivery * Establish great working relationships with internal customers and external suppliers * Work effectively with the whole of Group Marketing , delivering effective marketing to our customers and prospects * Ensure all products, propositions and promotions are clear, fair and not misleading, are designed to meet the needs of consumers and are targeted and marketed accordingly. Ensure that products perform as the RAC has led consumers to believe and that the service provided is of a high standard. Where appropriate, ensure that products and promotions are researched to test consumer understanding and demand, and refine products and promotions accordingly. Any subsequent customer complaint or feedback should be used to continually refine and improve RAC's product and promotion portfolio. * Ensure all customer communication and documentation is clear, fair and not misleading; is designed in line with ASA guidance and FCA rules and guidance; and is compliant with data protection law and any other relevant legislation. Ensure all financial promotions are approved in line with the Financial Promotions Approval Procedures Guide and that robust records are maintained for a minimum of three years, also in line with the Guide | | **Skills/Knowledge /Experience**  High level of organisation and planning skills in a fast paced environment  Ability to produce accurate work under pressure  Demonstrate the ability to manage relationships with internal marketing clients  Ability to explain complex solutions clearly to non-technical employees  Basic/intermediate SQL skills  Experience within a direct marketing or analytical environment  Knowledge of consumer databases and hands-on Adobe Campaign experience  Good working knowledge of MS Excel & Access  **Qualifications/FSA:**   * Degree and/or marketing qualification | | **Capabilities/Strengths:**  **Core competencies:**   * Strategic Thinking – Level 3 * Commercial Awareness – Level 3 * Leading Change – Level 3 * Developing self & others – Level 3 * Achievement Drive – Level 3 * Judgement & decision making – Level 3 * Leadership – Level 3   **Need to exhibit behaviours consistent with RAC core values:**   * Handle it Together * Exceptional Service * Raise The Bar * Own It |