



Marketing Manager

Reports to: Senior Campaign Marketing Manager

Location: London (Shoreditch)

Hours: Mon-Fri 09.30 – 17.30

Job Objectives: To manage the integrated marketing delivery for key D&AD products and services across the awards, training, events and membership portfolios.

Key responsibilities

- Deliver compelling cross-channel campaigns across key D&AD products to engage D&AD's audiences and acquire, retain and win back customers
- Contribute towards the overall Marketing strategy by identifying where the best opportunities are for extending the value of our current Membership base
- Work with the in house designer to create and deliver marketing communications for email, social and web, including writing and effectively positioning targeted, timely messaging
- Own the over-arching Marketing plan, from conception to delivery, for your programmes
- Work with the CRM Manager and Salesforce Engineer to set up personalised, triggered member communications
- Manage and effectively allocate a tight marketing budget
- Use data about our customers combined with market research to create a deeper understanding of audience behaviours and opportunities
- Work with the CRM Manager to review our customer data to discover new and responsive segments to deliver targeted marketing and improve campaign performance
- Champion both acquisition and retention campaigns
- Look for new ways to leverage creative assets and content to reach and explore new markets
- Have an understanding of channel contribution, conversion tracking and attribution, working with the Senior Digital Marketing Manager and Digital Marketing Executive to actively measure and track campaign effectiveness and improve execution
- Be comfortable at presenting campaign performance, key metrics and future plans to a wider group
- Keep an eye on our competition and the market so we can stay ahead

- Work closely with the Senior Campaign Marketing Manager and Senior Digital Marketing Manager to ensure campaign rollouts are smooth and consistent across all channels
- Research, establish and nurture contra agreements and partnerships and cross promotion for marketing campaigns

Skills/experience

- A minimum 3+ years Marketing experience required with a demonstrable grasp of Marketing fundamentals
- Project management
- Budget management
- Contract negotiation
- Ability to write compelling, engaging, on-brand marketing copy
- Understanding core CRM principles and customer segmentation
- Have a proven track record in building brand awareness and identifying new responsive audiences
- Be commercially minded, constantly looking to achieve maximum ROI from the available budget
- Be always reviewing and optimising our efforts, whilst keeping an eye out for new opportunities
- Be a self-starter with strong organisation skills and the ability to work to tight deadlines
- Have some stakeholder management experience, particularly in planning and coordinating across internal departments
- Have good attention to detail
- Deliver projects on time
- Provide clear direction and support for the team
- Experience working across multiple disciplines, including traditional and digital media, direct, web, social and ecommerce desired
- A strong understanding of digital marketing concepts, tools and channels
- Excellent written and oral communication skills
- Ability to apply appropriate evaluation methods and techniques
- Strong quantitative skills needed to conduct research and interrogate and apply insight from analysis
- Competent user of Excel (preferably Apple Mac)
- Strong organisational skills with ability to manage many projects simultaneously and work under pressure to meet strict deadlines - organisational/time management skills are fundamental to this role

Person specifications

- Excellent interpersonal skills and confident networker and communicator
- A creative problem-solver
- Highly numerate and able to easily interpret data for analysis

- Commercially focused
- Passionate about the creative industries, particularly agencies and studios within the advertising, design, digital and production worlds
- Proactive and driven
- Team worker

How to apply

Please email your CV to recruitment@dandad.org with D&AD Marketing Manager in the subject line.

In order to comply with the Prevention of Illegal Working, Immigration, Asylum and Nationality Act, you will need to provide appropriate documentation that proves that you are eligible to work in the UK.

D&AD is committed to a policy of Equal Opportunity and Diversity. It is our commitment that no member of staff or job applicant will be treated less favourably on the grounds of their sex, marital or parental status, race, colour, nationality, religion, belief, disability, age, sexual orientation or gender reassignment.