

# VACANCY

**Job title:** Campaign Manager  
**Location:** Camberley/Southampton  
**Closing date:** 28 August 2020

**Job Summary**

The Campaign Manager will be crucial in development and maintenance of project planning and communication between product management and marketing communications teams. In doing so, they will be able to create a robust, best-in-class product launch process that brings all of the elements of the marketing department together and delivers our portfolio additions to target audiences in the most impactful way possible.

The campaign manager’s role will also be responsible for the coordination of all promotional campaigns for existing products, and be able to build these in response to changing market conditions and opportunities that arise (outbreak scenarios, demand spikes etc).The campaign manager will be responsible for managing the project lists for the Content Creator and Digital Brand Manager to ensure campaigns are delivered on-time and to budget

**Main duties and responsibilities**

- Create a robust and disciplined process in the launch of new products that effectively brings together all of the contributing members of the team to ensure maximum launch success
- Devise marketing campaigns with the intent of creating leads and acquiring customers
- Integrate into corporate activities to deliver campaigns specific to the promotion and positioning of the organisation to potential investors
- Get close to product use with end-users; create case studies and other promotional activities to demonstrate the power of our solutions in their application area
- Oversee the quality of the content created by marcoms colleagues and agencies to ensure that brand identity is adhered to
- Ensure content created is accurate and error-free
- Continuously assess and report on the results of campaigns and implement improvements where necessary

**Qualifications and experience required**

- A bachelor’s degree in marketing or communication essential
- A post-graduate qualification in marketing may be desired
- Several years’ related job experience may be strongly preferred
- Be a critical thinker with strong problem-solving skills
- Exceptional project management and communications skills are essential
- Have proven experience of managing B2B and B2C campaigns.
- Understand current marketing trends
- The ability to successfully manage multiple campaigns running at the same time

**Other requirements**

- UK Driving License

**Please ensure that you notify your current manager that you are applying for an Internal position**

Hours of Work	37.5 hours per week
---------------	---------------------

For further information or to apply for this vacancy please e-mail Kay Campbell, HR [kay.campbell@novacyt.com](mailto:kay.campbell@novacyt.com)