

## Job Description for Brand Campaign Manager

**Contract type:** Fixed-term contract (16 months)

**Hours of work:** 3 days per week (0.6 FTE)

**Salary:** £43,000 per annum FTE (£25,800 Pro rata)

**Reports to:** Head of Fundraising and Marketing

**Working pattern:** Hybrid — a blend of home and office working

### Process

Please apply with a CV and cover letter outlining:

- Your passion for the role
- Your experience planning, monitoring and evaluating multichannel marketing campaigns
- Your expertise in delivering brand or acquisition campaigns on multiple marketing channels
- Your experience marketing to different audiences

Application deadline: 9am 13 April

First round interviews: W/c 20 April

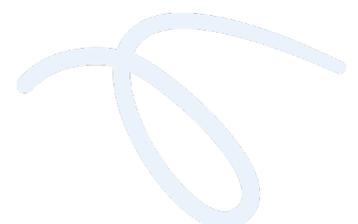
Second round interview: W/c 27 April

### Role Purpose

At Education Support, we support the mental health and wellbeing of everyone working in education. Through our free helpline, counselling, guidance, and professional and organisational development services, we work with hundreds of organisations and thousands of staff across the sector. The impact can be lifesaving, and more teachers, lecturers and support staff turn to us for help each year. We're a small but mighty charity with a big impact.

We are a well-regarded charity with a strong track record. We've made great progress on credibility and positioning and now want to get ambitious about brand. Education staff are both our primary beneficiaries and a key audience of potential supporters, and we believe that increasing our visibility in this community is central to growing our impact and income.

To address this, we have secured dedicated funding to run a time-limited brand awareness campaign from April 2026 over 16 months. This is a genuine opportunity to shape and deliver a campaign from the ground up, with a real budget, broad creative freedom, and a clear mandate to grow our reach. You'll have both independence and support for this new initiative. The channels will be predominantly digital and we're looking for a specialist to bring these expertise and get going straight away.



The Brand Campaign Manager will lead the planning, delivery, and evaluation of this digital brand campaign. The role begins with shaping tactics — refining the phasing, channel mix, and budget allocation — before moving into full delivery across a broad range of channels. The final phase of the contract will focus on evaluation and producing a set of recommendations for the organisation.

## Key Responsibilities

### Campaign strategy and planning

- Review and refine the existing campaign outline, including phasing, budget allocation and channel mix, bringing fresh ideas and evidence-based thinking to the approach.
- Identify the most effective combination of paid, owned and earned channels to start testing to build brand awareness among education staff, potential donors and campaigners.
- Develop a clear test-and-learn framework to guide activity, enabling the organisation to understand what works and why. This activity is important and brand new, so we'll support you to try new things.
- Work collaboratively with the Head of Fundraising and Marketing and wider team to align the campaign with organisational priorities.

### Campaign delivery

- Lead the end-to-end delivery of brand awareness activity across a broad range of channels, which could include paid social, display advertising, search, email, content partnerships and community platforms.
- Commission and manage creative agencies and freelancers to develop high-quality campaign assets (including val-ex), maintaining our brand identity throughout.
- Monitor performance to maximise what works and pull what doesn't.
- Manage the campaign budget responsibly, tracking spend and reporting on performance against agreed metrics.
- Coordinate with external suppliers, platforms and agencies, acting as the primary day-to-day contact for all campaign-related work.

### Audience growth and conversion

- Develop and implement strategies to convert campaign audiences into engaged supporters, including newsletter subscribers, social media followers, donors and campaigners.
- Use our popular resources and content as a means of building authentic relationships with new audiences, creating a pipeline for longer-term engagement.
- Support digital and fundraising colleagues in the delivery of email campaigns to convert warm audiences into donors and supporters.

### Performance, evaluation and legacy

- Monitor campaign performance on an ongoing basis, using data and insight to optimise activity in real time.

- Produce regular reporting on key metrics including reach, engagement, list growth and cost-effectiveness.
- At the end of the contract, produce a comprehensive evaluation of the campaign's impact, drawing out clear learnings. We can't wait to celebrate success together.
- Develop a set of practical, costed recommendations for an 'always-on' brand awareness approach that the organisation can sustain going forward, informed by the evidence gathered throughout the campaign.

## General

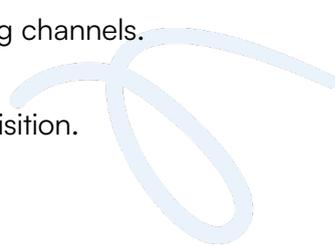
- Carry out all duties in a way that reflects our values and commitment to equity, diversity and inclusion.
- Comply with all relevant legislation, codes of practice and internal policies including GDPR, the Fundraising Code and Health and Safety.
- Any other duties as may reasonably be requested.

## Person Specification

### Knowledge and experience — the essentials

- Committed to equity, diversity and inclusion, and able to communicate in a way that is respectful and accessible to all.
- Demonstrable experience planning and delivering multi-channel (with a focus on digital) marketing or brand awareness campaigns, including paid media.
- Experience in managing and monitoring marketing delivery agencies (with a focus on digital), including driving decision-making with data and insight.
- Experience commissioning and managing creative agencies or freelancers, with a good eye for quality creative output.
- Strong written and verbal communication skills, with the ability to develop compelling messaging for a range of audiences.
- Experience managing campaign budgets, tracking spend and reporting on performance.
- Experience using data and analytic platforms to monitor and optimise campaign activity.
- Experience growing subscriber lists, social audiences or other engaged communities through targeted activity.
- Experience in running email marketing campaigns (we use Mailchimp)
- Proven ability to manage your own workload and prioritise effectively in a fast-paced environment.
- A passion for the education sector or working with education professionals as an audience.
- Experience producing evaluation reports and translating findings into actionable recommendations.

### Knowledge and Experience — Desirable

- Experience of running test-and-learn campaigns across new or emerging channels.
  - Experience working in or with the charity or not-for-profit sector.
  - Experience of audience development, supporter journeys or donor acquisition.
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- Understanding of value-exchange content strategies (e.g. lead magnets, gated resources, quizzes).
- Experience in segmenting and testing on email audiences to drive conversion.
- Experience developing 'always-on' or sustained awareness strategies.
- Experience translating findings into actionable recommendations.

