JOB DESCRIPTION

JOB TITLE : Campaign Manager

DEPARTMENT : Marketing

LOCATION : Jakarta

POSITION : Full-time, permanent

REPORTING RELATIONSHIPS:

Reports to : Head of Marketing

PRINCIPAL JOB ELEMENTS AND RESPONSIBILITIES:

Key Responsibilities and Accountabilities

You will be responsible for:

**Campaign Management**

* Develop and execute integrated B2C and B2B marketing campaign strategies and activity plans for key programmes that use channels effectively and that will achieve campaign objectives including generating qualified leads
* Manage the implementation, tracking and measurement of integrated marketing campaigns, on time and within budget
* Work with key stakeholders to implement campaign activity including: Merchandisers, performance marketing, designers, copywriters, CRM, Customer service, Business developments, performance marketing, social, content marketers…
* Eventually: Brief external agencies including creative, digital and media planning agencies to deliver campaign activity against brief
* Manage campaign implementation and performance against agreed campaign activity
* Prepare the briefs for the campaigns and lead execution
* Plan, Maintain and execute the campaign calendar
* Be responsible for the production and sourcing of all campaign materials
* Deliver campaign activity presentations and regular results presentations

**Campaign Reporting**

* Ensure each campaign has clear metrics as agreed with the Head of Marketing and ensure that campaigns are achieving appropriate return on investment in line with company goals.
* Deliver weekly optimization and monthly reporting of results against metrics, including use of web analysis tools such as Google Analytics, email data reports, KPI report evaluations.
* Carry out post campaign analysis to report KPIs and distribute learning for future campaigns
* Work with Brand team to understand stakeholder feedback to influence future design work
* Manage the master plan of activity to ensure that individual campaigns effectively without duplication or over-exposure whilst still achieving individual campaign objectives
* Complete competitor benchmarking for promotional activity and report regularly to key stakeholders
* Participate in fairs and offline PR events

**Stakeholder Management**

* Marketing calendar/Campaign calendar creation, maintenance and management.
* Coordinate campaign activity with the digital marketing team including website updates, social media activity and SEM activity to deliver campaign objectives and lead generative activity
* Ensure campaign materials is aligned to overall collateral, prospectuses and identity guidelines
* Liaise with the business development to coordinate business to business activity as required
* Liaise with the PR

**General Responsibilities**

* Input to the annual Strategic Marketing Planning process
* To ensure accuracy of marketing materials and be responsible for formal sign off process where required
* Ensure the marketing calendar is real and executable
* To ensure detailed and accurate records are maintained, e.g. recording contact and financial information
* Adhere to all policies and procedures with regards to budget expenditure, displaying budget control for individual products and courses reporting any variances promptly
* Actively partake in the running of the department providing ideas and best practice synonymous with a high performance team
* To be responsible for personal development within the area of campaign marketing and current trends that may support job performance
* To undertake such other duties as may be reasonably expected

**Skills, knowledge, qualifications required for job**

Essential skills

You must have proven ability in the following areas:

* Managing multi integrated campaigns simultaneously
* Advertising, digital and CRM marketing knowledge and experience
* Profit and Loss responsibility, campaign budget management and ROI
* Strong leadership skills
* Meeting objectives and campaign deadlines
* Strong planning and organisational skills with the ability to successfully multi task

Personal traits

* Excellent judgment and creative problem solving skills
* Customer-focused, with the ability to influence and engage direct and indirect reports and peers and build effective relationships
* Self-reliant, good problem solver, results oriented
* Able to make decisions in a changing environment and anticipate future needs
* Self motivated with an ability to thrive under pressure
* Flexible, collaborative and proactive, a team leader who can positively and productively impact both strategic and tactical finance, and administration initiatives
* Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management
* Ability to operate as an effective tactical as well as strategic thinker
* Committed to continuous self-development and learning within the marketing field

**Education and experience**

You must possess:

* A degree or equivalent level qualification
* A recognised professional qualification in marketing would be a distinct advantage
* Extensive and hands-on experience in a campaign management role - in-house or with an agency
* Good knowledge on life goods / baby products / FMCG