

Job Title: Marketing Campaign Manager

Salary: £35,000 – £38,000 (depending on experience)

Based: Manchester City Centre office with flexible home-working

About The Role

Reporting to the Head of Marketing, you will be responsible for delivering marketing campaigns across email, website, and social media. You will focus on lead generation to ensure campaigns support new business targets and actively deliver campaigns across a range of products and services. You will manage the full campaign lifecycle, collaborate closely with our in-house Graphic Designer, and work alongside the Paid Media Manager to ensure synergy across organic and paid campaigns. You will also delve into analysis and insights to identify opportunities and optimise performance.

You will play a key role in driving lead generation and ensuring marketing efforts align with new business targets. With a strong focus on key target markets, you will tailor campaigns to different segments, optimising messaging and channels to maximise engagement and results.

To be successful in this role, you will be a confident and experienced marketing professional with a proven track record of delivering customer acquisition campaigns. You will have solid knowledge of digital marketing and relevant regulations for both online and offline marketing. Additionally, you will have experience developing campaign strategies and strong analytical skills. Prior experience in the sustainability sector is advantageous but not essential.

Key Responsibilities:

- Develop and execute multi-channel marketing campaigns across email, web content, social media, and webinars/podcasts, ensuring they support lead generation and business growth.
- Strategically target both SME and Corporate audiences, understanding their distinct needs and adapting campaigns accordingly.
- Manage the full campaign lifecycle, from concept through to execution and analysis, ensuring continuous improvement.
- Work collaboratively with our in-house Graphic Designer to develop engaging marketing assets.
- Utilise data-driven insights to refine campaigns, measure success, and identify new opportunities.

What we're looking for in you:

- 2-3 years of experience in B2B marketing.
- Excellent campaign and project management skills.
- Creative, in the identification of successful target audiences and conceiving campaigns.
- Experience with a CRM such as Hubspot, would be a benefit but is not essential.
- Experience delivering campaigns across multiple channels, including email, web content, social media and webinars/podcasts.
- Experience with regular measurement reporting on campaign performance and results.
- You'll be confident dealing with stakeholders at all levels and the ability to foster close and trusting internal and external relationships.
- Solid presentation and communication skills.
- An ability to hit the ground running with a proven track record of delivering business growth.

We look for the following attributes in every person who joins our team:

- A genuine interest in other people and a natural curiosity to ask questions and find out more.
- A people person who can build strong relationships with colleagues and clients.
- High levels of enthusiasm and determination to succeed.
- A passion for sustainability and a desire to have a positive impact.
- Will contribute positively to making Positive Planet better for your colleagues and our clients.
- You have an entrepreneurial mindset, sense of responsibility and willingness to take initiative.
- Your English language skills (written and verbal) are at a native level.

About us

Positive Planet is one of the fastest-growing solutions providers for business climate action in the UK. We help small to medium-sized businesses and organisations to measure, understand and reduce their carbon emissions, as well as providing support in offsetting emissions to enable companies or products to become carbon neutral whilst on a journey towards net-zero.

We combine ethical values with a modern, forward-thinking approach to business, to help create a more inclusive and sustainable future. Every employee has the opportunity to become a partner and share in the success of the company. Relationships are key to our success; be that with each other or our clients and our aim is to build positive, memorable interactions that inspire the businesses we interact with to embrace more sustainable business practices.

Why you should join our team

Positive Planet is motivated by making a positive difference, we intend to reduce UK business carbon emissions by more than 3% over the next 5 years and in the process create a great business that also improves lives. We're passionate about creating a company where people can build great careers and engage in meaningful work. We value transparency and open communication and maintain a casual and easy-going work environment. We do not believe in hierarchy but rather in empowerment and individual responsibility to take leadership opportunities.

Climate change is a complex issue and therefore this is a demanding work environment but at the same time, we offer exceptional career growth and a tangible opportunity to make an impact every day. Join us and you will receive extensive guidance and support, and have excellent options for further personal development.

As much as we are passionate about climate action, we are also determined to create an inclusive workplace that values diversity and equality. We believe that diversity adds genuine value to Positive Planet and our mission to improve lives on our planet today and in the future. We strive to create an environment where anyone, from any background, can do their best work.

We are all unique, so we give equal opportunities to all applicants who we judge on skills, strengths and suitability without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age.

What are the benefits of working at Positive Planet?

- Full-time permanent contract.
- Awesome offices in central Manchester.
- Flexible, home working encouraged.
- Opportunity to progress to Partner status with company shares.
- 25-days holiday per annum, rising 1 day per year of service up to 30 days.

- An additional day's paid leave to do something positive for the planet, or someone else in need.
- An additional day's paid leave to celebrate your birthday!
- Cycle to work scheme.
- Green, ethical pensions scheme.
- Quarterly in-person team socials.
- A flexible environment to start your own initiatives and develop your new ideas.
- We are a compassionate and progressive company. We offer enhanced employment policies including paid Wellbeing Days, and Enhanced New Parent Leave (maternity & paternity).
- Become Carbon Literate via our certified training course (if not already certified).

How to apply

If you think this job sounds exciting we would love to hear from you.

Please send your CV and an email introduction/cover letter to melissa@positiveplanet.uk, with subject line **Application for Marketing Campaign Manager**. Your application may be missed otherwise.

The final deadline for submitting an application is 7th November at midnight, however we may close applications sooner if the right candidate is found (interviews to be held on a rolling basis). Unfortunately we may not be able to respond to everyone so if you don't hear from us before Monday 10th November, you have not been successful.