

Role and person profile

Post title:	Campaign Delivery Executive	Location:	Guildford
Division:	Qualifications and Markets	Department:	Markets
Responsible to:	Senior Campaign Delivery Manager	Responsible for:	N/A
Scale:	5	Performer	Core Competency L1
Post no:	3636		

Role Purpose

Responsible for the successful delivery of integrated campaign activity utilising a range of channels to make it easy for customers to understand, choose and use our products and services, and to love AQA.

The purpose of this role is to support customer retention, acquisition and campaign propositions, to achieve AQA's vision of being the awarding body most trusted by teachers and Government, and a great place to work.

Accountabilities

Role specific:

1. Plan and develop creative and successful integrated campaigns, in collaboration with the Campaign Delivery Managers, to meet the agreed campaign objectives, and to contribute to the business strategy.
2. Work with internal stakeholders to support effective scheduling and delivery of activity to time and budget, to meet customer needs and to support customer engagement.
3. Manage and deliver the effective day to day running of integrated tactical campaigns from concept to completion across a range of channels.
4. Manage email communications including the creation of segments and contact lists using Microsoft Dynamics.
5. Develop impactful copy and content to support a range of promotional customer activities across a range of online and offline channels, working with subject experts as required.
6. Manage and continually monitor campaign activity responding to market needs and adjust where necessary, including reviewing against competitor campaign activity and ensure key stakeholders are updated.
7. Work collaboratively with the Social Media Manager to plan and develop content for all AQA social media channels that effectively achieve campaign and channel objectives.
8. Identify and make recommendations for improvements to processes to improve efficiencies and

effectiveness, including reviewing industry best practice.

9. Set campaign channel objectives and continually optimise activity to achieve agreed targets, producing analysis and making recommendations for future improvements.
10. Ensure internal stakeholders are up to date and briefed to handle customer enquiries efficiently and effectively.
11. Manage the working relationships with internal departments and external agencies ie commissioning agencies and/or third parties and managing their output.
12. Ensure work is on brand, follows our house style and guidelines, as well as incorporating our core values.

General accountabilities

1. To comply with all AQA's policies and other legislative requirements, including but not limited to HSE, Equal Opportunities and ISMS.
2. Where business needs change, to undertake other responsibilities which are of a commensurate level outside the terms of this role profile.
3. To utilise the available range of digital tools for communication, content creation and information processing in order to work effectively and efficiently. To maintain digital skills to meet business need.

Person profile

Behaviours – holding the Customer at the heart of all we do <i>[the role holder will be able to demonstrate the mindset that drives the following behaviours]</i>	Assessment
Collaborative: works with others to achieve the organisation and team vision, contributing expertise and developing self and others to achieve excellence	I/T/P
Innovative: challenges self and others to create solutions and strives for improved ways of working	I/T/P
Empowered: understands individual part to play in achieving success; takes ownership and accepts accountability	I/T/P
Positive: takes a flexible, forward looking, solutions focused approach	I/T/P
Ambitious: consistently aiming high and delivering for our customers	I/T/P
Knowledge and Skills <i>[the role holder will be able to demonstrate the following role/subject specific knowledge and skills]</i>	
Successful track record of managing and delivering marketing campaigns across a range of media and audiences (ie acquisition and retention)	A/I/P
Experience and familiarity with the full channel mix, with an emphasis on digital channels such as social media, web and email	A/I/T/P
Ability to multi-task, problem solve and prioritise	I/P
Excellent organisational skills	I/P
A passion and flair for writing briefs, copywriting, attention to detail and proofreading	A/I/T/P
Ability to use a CRM system, including email marketing	A/I/P
Ability to work flexibly in a team environment which is evolving	I/P
Ability to build effective relationships with internal stakeholders to support effective campaign delivery	A/I/P

Self-motivated and ability to work independently	I/P
Commissioning, briefing and working with internal and external departments and agencies, such as printers, designers and other suppliers	A/I/P
Ability to monitor campaigns, for example response rates and web analytics, to produce analysis and make recommendations	A/I/P
Core Competencies [<i>the role holder will be able to demonstrate proficiency in the following core competencies to a level appropriate to the role – the three competency levels are defined in the Q&M competency framework</i>]	
Customer service	L1
Developing and managing self	L2
Leadership	L1
Planning and organising	L2
Change management	L1
Effective communication	L3
Problem solving	L1
Commercial focus	L1
Qualifications and Experience [<i>the role holder will have the following qualifications and experience required for the role, including any regulatory or compliance requirements</i>]	
Degree or equivalent qualification and/or equivalent work experience	A
AQA's Behaviour Framework which is assessed through the selection/probation process	
Assessment key (criteria to be assessed at the selection stage) A – application (it is essential to provide evidence on application for shortlisting purposes) I - interview T – test (or work sample) P – probation	