



Campaign Manager – Job Description

Pleavin Power, a dynamic and innovative player in the energy solutions industry, is seeking a results-driven and creative Campaign Manager to join our growing marketing team. As a Campaign Manager at Pleavin Power, you will play a pivotal role in shaping and executing our marketing campaigns. This position is ideal for a motivated individual with a passion for crafting compelling content and driving impactful marketing strategies. If you thrive in a collaborative environment and possess a strategic mindset, this role would be perfect for you.

Duties/Responsibilities:

- Develop and implement comprehensive email campaign strategies across Pleavin Group Brands
- Utilize data-driven insights to optimize campaigns for engagement and conversion
- Monitor and analyse campaign performance metrics, providing recommendations for continuous improvement
- Previous success in managing end-to-end marketing campaigns, from conceptualization to execution and analysis
- Collaborate with the service team to seamlessly integrate marketing efforts into the customer journey process
- Support client onboarding processes, ensuring a smooth transition into our products and services
- Craft persuasive and impactful copy for email campaigns, social media posts, and various marketing materials
- Maintain brand consistency and tone across all communication channels
- Collaborate with the team to create visually appealing and effective content
- Stay abreast of industry trends and identify opportunities to enhance our social media presence
- Engage with online communities to foster positive relationships and brand advocacy
- Generate creative and relevant content aligned with target audiences
- Collaborate with internal teams to gather information and insights for content creation
- Continuously evaluate content performance and adjust strategies accordingly
- Align campaign efforts with business goals, developing and executing strategies for key performance indicators
- Thrive in a fast-paced environment, adapting to changing priorities and managing multiple projects
- Collaborate seamlessly with diverse roles within the marketing department

Essential Skills & Experience



- Proven experience in campaign management and content creation
- Strong written and verbal communication skills
- Proficiency in marketing tools and analytics platforms
- Ability to thrive in a fast-paced, collaborative environment
- Ability to solve problems with a positive attitude
- Experience of working effectively as part of a team as well as independently
- Ability to manage own workload and establish priorities

Desirable Skills & Experience

- Bachelor's degree in Marketing, Communications, or a related field
- 3+ Years working in a Marketing role

Company Benefits

- 28 Days Annual Leave (Including Bank Holidays)
- Healthy lunch provided
- Access to our onsite gym
- Company Laptop
- Company Pension Scheme

Schedule

Monday – Friday: 09:00 – 17:00 based at our HQ in Bromborough.

Job Type: Full-time

Salary: £25,000 – £32,000 per year.