

Job title	Media and Campaigns Manager
Reports to (job title)	Chief Marketing Officer
Location	Hybrid: home and Westminster, London office preferred
Tenure	Permanent, 5 days per week
Salary	£50,000 to £55,000
Closing date	Rolling recruitment, will close when filled
About us	Company website

1. Purpose of the job

We're looking for a **strategic thinker** with a passion for public service to join us as a **Media and Campaigns Manager**. This role is ideal for someone with a proven track record in campaign management, media relations, and delivering impactful communications. You'll bring a **results driven mindset**, identifying long term opportunities to drive positive change for people on the lowest incomes.

You'll be a **smart communicator** who understands the power of narrative and message testing. Whether you come from **policy advocacy, research or campaigning** you'll thrive on **strategic communications** that blend data and creativity to influence key decision makers. You'll lead on **brand awareness** and **media profile**, crafting messages that resonate with diverse audiences, from **policymakers** and **journalists** to **end users**.

Working closely with the Chief Marketing Officer and occasionally the Founder and Managing Director, you'll lead campaigns and use both **traditional** and **digital marketing** techniques to amplify our work. Your expertise in **public affairs** and **media outreach** will shape how we engage with influencers, customers, and critical sectors. You'll craft and test messages that land with different audiences, engaging stakeholders at all levels.

As part of a small but dynamic marketing team, you'll support the growth of our activities and impact. Your ability to **build relationships quickly** and influence at senior levels will be key to driving success across campaigns and aligning messaging with strategic goals.

2. Organisation structure

This role will work in the marketing team and report to the Chief Marketing Officer.

3. Main accountabilities

1. **Media:** Maintain and grow the number of media contacts we have warm relationships with to build our brand awareness. Identify key regional and sector media titles and proactively build relationships with them to gain coverage. Manage reactive media enquiries, leading on responses with some input from policy colleagues to answer journalist queries and gain coverage
2. **Campaigns:** Plan and execute our programme of tiered campaigns to grow our audiences in existing and new sectors. This will encompass gold campaigns to launch high profile policy analysis, such as our groundbreaking Missing Out 2024 report, as well as silver and bronze campaigns to celebrate wins such as new clients or product launches.
3. **Partnerships:** Identify and work with our sector partners to raise awareness of our brand. Create and execute a joint promotion plan with each partner. Promote new clients
4. **Awards:** Identify industry awards for Policy in Practice to enter and win. Proactively support clients to enter sector awards.

4. Other duties

- Support our public affairs work with central government
- Together with marketing colleagues deliver the marketing goals to build brand awareness, grow our audience, create sales leads and support retention
- Deliver our strategic messages and champion their promotion in all our work
- Support the senior team in the development and execution of business strategy
- Other marketing activities as directed by the CMO
- Provide marketing advice and support to colleagues for the delivery of projects
- Work with policy and research colleagues to get more awareness of our thought leadership work. This will include promoting our policy analysis, blogs and reports

5. Person specification

Skills and experience

Essential

- **Substantial experience** (6+ years) in a campaigning or strategic communications role, working with the media to enhance brand profile, ideally with some experience in B2B campaigns
- **Experience in areas relevant to Policy in Practice** such as social policy, welfare, housing, and launching and promoting technology products
- **Excellent communication skills:** outstanding verbal and written abilities, with a strong ability to listen and engage with diverse audiences
- **Strategic thinking:** clear understanding of how to use analytics, media and external communications to support campaigns
- **Strong analytical skills:** ability to synthesise quantitative and qualitative data, extract insights, and communicate them effectively to further campaign goals
- **Marketing expertise,** with a digital focus, covering strategy, insights, execution and reporting, as well as creative and design literacy
- **Ability to learn quickly** and distil complex information, translating it into clear narratives and compelling stories
- **Comfortable working at pace** with changing briefs, staying flexible and focused on outcomes
- **A proactive "do-er"** who takes ownership, drives actions and ensures results
- **Highly organised,** with excellent attention to detail and the ability to manage competing priorities and meet tight deadlines
- **A motivated self starter,** equally comfortable working independently or as part of a collaborative team
- **Strong relationship building skills** to gain trust, build rapport and influence stakeholders at all levels
- **Passionate about working in a social purpose driven business,** particularly in the context of technology's role in addressing poverty

Desirable

- Experience launching B2B2C software products
- Experience in B2C marketing and developing consumer-focused messaging
- PR, press office, or journalism experience
- Knowledge and/or interest in the welfare system

About us

Policy in Practice believes in the power of data and technology to change lives.

Families on the lowest incomes have the most complicated finances, often because government departments can't talk to each other effectively.

Policy in Practice makes government policy simple to understand, using software to give people the clarity and confidence they need to make positive decisions.

We're a team of policy experts and we've developed three award winning products for councils, housing providers and other support organisations to help people manage rising living costs and build their financial strength.

- [Better Off Calculator](#) grows the financial strength of nearly two million people every year, putting £720 million into people's pockets. It's available as a self-serve tool for customers and as a cloud based tool for advisors, both of whom can calculate eligibility for the widest possible range of support without needing to be experts in the benefit system. Customers can increase their income by over £400 per month.
- [LIFT](#) helps councils proactively tackle the drivers of poverty and build residents' financial resilience using information from their datasets. Used by over 50 leading councils the tool combines data with advanced analytics and our policy engine to identify households who need support. Our clients use these insights to proactively tailor support to individual families to help prevent debt and homelessness.
- [MAST](#) helps social workers to make better informed safeguarding decisions. Backed by the LGA and NHS digital, it links data across adults' and children's social care, fire, police and health on a daily basis. It helps staff to easily see if other safeguarding partners are also actively involved with a person or address.

We are now entering the utilities and finance sectors with a new API version of our Better Off Calculator. It allows these organisations to better support vulnerable people by identifying how much of the £23 billion of unclaimed support they may be eligible for.

We want to reach every low income household to bring positive change to people's lives. We can only do this through recruiting the best people to help us have more impact.

Working at Policy in Practice

We are committed to creating an environment of collaboration, support and inclusion. We operate a hybrid model of working. This job holder is expected to work in the London office three days a week to facilitate the execution of events and foster strong cross team relationships with all colleagues.

New starters are paired with a senior colleague who provides mentoring and support. Normal working hours are from 09.00 to 17.30 with some flexibility possible. We offer 25 days of paid annual leave, membership of the NEST pension scheme and other benefits such as free eye tests.

How to apply

Please send your CV with a cover letter that clearly outlines your suitability and your interest in the post to jobs@policyinpractice.co.uk as soon as possible. The role will close when filled.