

Marketing Campaigns and Engagement Manager

Location	Westminster, London (with flexibility to work from home)
Contract type	Full time, permanent
Salary	£35,000 - £45,000
Closing date	Rolling recruitment
How to apply	Please send a CV and cover letter to jobs@policyinpractice.co.uk

About the role

We're looking for an energetic, approachable, and results driven person to join us as a Marketing Campaigns and Engagement Manager. This role is ideal for someone eager to develop their career in strategic communications, with a focus on driving commercial audience engagement and delivering impactful campaigns. Your campaigns will engage a variety of stakeholders and secure ongoing media coverage.

Working closely with policy experts, you'll take their insights and translate them into compelling, media friendly messages, helping to elevate our brand and raise awareness of our work. While 80% of your time will be dedicated to campaign execution and audience engagement, 20% will focus on building relationships with media contacts and amplifying our message through press outreach.

As a natural networker, you'll be personable, energetic and able to quickly form strong relationships both internally and externally. Collaborating with the wider team, you'll ensure that campaigns are aligned with our marketing and strategic commercial goals. This is a great opportunity for someone looking to grow their marketing skills, as you'll receive the training and support you need to excel in both campaigns and media relations.

Your ability to follow through and influence key stakeholders will be essential in driving the success of our campaigns, strengthening our brand and supporting our mission to create meaningful impact.

This is an early to mid level position so candidates should have practical experience whilst still be looking to grow professionally and take on new challenges.

Main accountabilities

1. **Engagement campaigns:** Plan, execute and evaluate a programme of 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 reports, as well as silver and bronze campaigns to celebrate wins such as new clients or product launches
2. **Partnerships:** Work with our sector partners to raise awareness of and engagement with our brand. Create and execute a joint promotion plan with each partner. Promote new clients. Support colleagues to maximise partner relationships. Work with product and policy colleagues to raise awareness of the key benefits of partnering with us
3. **Media:** Grow the number of media contacts we have warm relationships with to build our brand awareness. Build relationships with key regional and sector media to gain coverage. Manage reactive media enquiries, leading on responses with input from policy colleagues to answer journalist queries and secure coverage
4. **Awards:** Identify industry awards for Policy in Practice to enter and win. Proactively support clients to enter sector awards with Client Services colleagues.

Other duties

- Promote our policy analysis, blogs and reports to decision makers. Highlight how they deliver practical benefits to customers and citizens through our products
- Support our public affairs work with central government
- Deliver the marketing goals to build brand awareness, grow our audience, create sales leads and support retention with marketing colleagues
- Deliver our strategic messages and champion their promotion in all our work
- Provide marketing advice and support to colleagues for the delivery of projects
- Other marketing activities as directed by the CMO

The ideal candidate

Skills and experience

Essential

- **Campaign planning and execution:** Experience managing or supporting multi channel B2B marketing campaigns, focusing on engagement and growth
- **Partnership marketing:** Exposure to collaborating with external partners to support joint campaigns or promotions, ideally with some hands on experience
- **Media relations:** Experience working with media including pitching stories, building media contacts and securing media coverage
- **Marketing and brand awareness expertise:** Experience with digital marketing techniques such social media and email campaigns, as well as an understanding of brand awareness strategies. Creative and design literate
- **Excellent communication skills:** Excellent written and verbal communication skills with experience crafting content such as press releases, blog posts or other marketing materials for various audiences
- **Self starter with a proactive approach:** Comfortable working independently yet also a team player, eager to learn and take initiative
- **Adaptability and problem solving:** Experience working in a dynamic role, able to respond quickly to the evolving demands of media and campaign work
- **Good analytical and reporting skills:** Ability to use basic analytics tools like Google Analytics to track campaign effectiveness and report results
- **Project and time management:** Experience managing multiple campaigns or projects simultaneously, and the ability to meet deadlines and manage competing priorities. Highly organised
- **Interest in areas relevant to Policy in Practice** such as social policy, welfare, housing, and launching and promoting technology products
- **Ability to learn quickly** and distill complex information, translating it into clear narratives, compelling stories and actions. Ambitious to learn more
- **Strong relationship building skills** to gain trust, build rapport and influence stakeholders at all levels. Good networking skills

Desirable

- **Experience managing industry awards entries:** Familiarity with identifying, submitting, and managing award entries is a bonus, but not a strict requirement
- **Public affairs or policy communications experience:** Some exposure to policy driven communication or public affairs would be an advantage
- Knowledge and/or interest in the UK welfare system

About Policy in Practice

Policy in Practice believes data and technology have the ability to empower people and change lives. Our goal is to be the single point of access for all people on means tested benefits, and enable effective public services through citizen centred services.

We aim to reach as many households as possible across the UK. We will do this via growth of existing products in public and private sector organisations, and through expansion into new markets.

Policy in Practice is at a pivotal point as we continue to move from start up to scale up. We have invested in our capability, and development has moved from ideas to prototypes and in some cases to production.

Policy in Practice's vision and mission

Vision

We believe data and technology have the ability to empower people and change lives.

Mission

Empower people via proactive, integrated support.

We will help more people to live better lives using our expertise in social policy, data and technology. We are transforming the way society supports low income families through citizen centred approaches. We focus on improving how all policy areas, sectors and journeys combined can have an impact on people and their outcomes.

Values

Purposeful and passionate

- We push for opportunities to improve, not just for our clients or for ourselves, but also for the people who need our help.
- We take responsibility. Details matter. We have a genuine passion to help people, with a willingness to take action.

Insightful and impactful

- We go beyond straightforward analysis to get to the 'so what?', driving our policy insight and services to deliver impact.
- We think deeply and communicate simply in a way that helps people make the right decisions.

Respectful and supportive

- We are willing to discuss and debate openly, listening to both sides and relying on evidence and strong relationships to reach shared positions.
- We have each other's back.

Why work here?

- Working in a thought leading organisation where you can empower people and change lives.
- Flexible working arrangements with hybrid and remote working available
- Opportunities for quick career progression

Policy in Practice colleagues say:

"Everyone is lovely and we do such impactful work. There is a very caring employee culture, and a drive to share expertise."

"I appreciate how our work helps shape policies and the supportive team environment here encourages everyone to grow. Flexible working options make it easier to balance life and work and our inclusive culture makes this a welcoming place to be."

“The work is extremely meaningful and translates directly into tangible benefits.”

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.