

Brand Campaign Manager



alestrasolutions@gmail.com

Phone :

Web :

Job Summary

Vacancy :

Deadline : Apr 30, 2025

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Employment Status : Full Time

Experience : Any

Salary : £70K – £75K

Gender : Any

Career Level : Any

Qualification :

Job Description

A high-growth, technology-driven consumer services business is seeking a **Brand Campaign Manager** to join its expanding marketing function. Backed by double-digit year-on-year growth and with bold ambitions for continued UK market leadership and international expansion, this is an exciting opportunity to join a fast-paced, mission-driven team committed to making everyday logistics more efficient, affordable, and sustainable.

The business is on a mission to transform the way people move things – with over 8 million customers across the UK and Europe to date, and a product that's not only market-leading but also proudly carbon-neutral, saving thousands of tonnes of emissions annually.

This role is perfect for a strategic and creative campaign marketer who thrives in a dynamic environment and wants to help shape meaningful campaigns that drive awareness, engagement, and conversion across a variety of customer touchpoints.

The Role

Reporting to the Head of Brand, the Brand Campaign Manager will be responsible for leading integrated, insight-led campaigns that connect with consumers and fuel growth. This person will bring curiosity, energy, and cross-channel expertise to ensure the right messages land with the right audiences at the right time.

Key Responsibilities

- Identify key seasonal and strategic moments to anchor the campaign calendar, rooted in customer insight and commercial priorities
- Lead the development and delivery of compelling, multi-channel brand campaigns that align with business objectives and elevate the brand
- Own PR and influencer marketing activity as part of the broader local marketing strategy
- Collaborate with teams across marketing, product, and operations to ensure campaigns are cohesive, aligned, and scalable
- Contribute to creative development and ensure output reflects strong customer insight and brand positioning
- Ensure all campaign activity is performance-measured, working closely with finance and analytics to track impact on revenue and key brand metrics
- Build a deep understanding of available marketing channels and how best to activate them for maximum impact
- Ensure all brand activations are scalable and can be replicated across international markets as the business grows

What They're Looking For

- Strong experience in direct-to-consumer brand marketing within a tech-driven environment – scale-up or growth-stage business experience is highly desirable
- Proven track record of developing and executing integrated, full-funnel campaigns that deliver commercial results
- Hands-on experience in PR and influencer marketing
- A strong commercial mindset, with the ability to measure, evaluate and optimise campaigns for revenue and ROI
- Highly organised project manager with the ability to juggle multiple campaigns and workstreams simultaneously
- Strong communicator and collaborator – able to influence and build relationships across a matrixed organisation
- Excellent written and verbal communication skills, with the ability to simplify the complex and sell-in creative ideas
- Self-starter with a can-do attitude – someone who's energised by ownership and loves to make things happen
- A team player who thrives in a feedback-driven culture and is always looking to learn and grow
- Must be able to commute to the London office at least 3 days per week

DE&I

The company is committed to building an inclusive and diverse workplace where every voice is heard, every perspective is valued, and every individual has the opportunity to thrive. They welcome applicants from all backgrounds to be part of their mission and contribute to their vibrant culture.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
