

Campaign Manager, AnyVan

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Phone :

Web :



Job Summary

Vacancy :

Deadline : May 05, 2025

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Employment Status : Full Time

Experience : Any

Salary : £70K - £75K

Gender : Any

Career Level : Any

Qualification :

Job Description

Moving your career forward

Our CEO, Angus spotted that many vans on the roads are half full or empty at any given time and so AnyVan was born in 2009 to create the world's most efficient technology logistics platform and help halve the number of miles driven. We've achieved incredible milestones since then, including securing the largest funding round for a UK tech logistics company from Vitruvian Partners. Today, AnyVan is the largest and fastest-growing company in the logistics space, with big ambitions for the future.

We're committed to moving that's miles better and have helped over 8 million customers across the UK, Ireland and Europe (France, Germany, Italy, Spain) and over 150,000 customers have rated us excellent on Trustpilot.

By using innovative technology, we're transforming the moving experience, cutting costs and doing our part for the planet to make sure moving doesn't cost the earth. We've saved enough miles to travel 1,185 times around the world, reduce 8520 tonnes of carbon annually and are proud to be the only carbon neutral removals and delivery company in the UK!!!

We're looking for passionate individuals to join our talented team of approx. 300 AnyVanners in our London and Cape Town offices. If you're as driven as we are and want to be part of a forward-thinking company to make moving 'miles better' and moving your career forward at the same time - we'd love to hear from you!

We're looking for a campaign manager to support our UK and European growth as we look to find new ways to reach, educate and engage customers consistently across every touchpoint.

You'll need to bring a huge level of customer curiosity and insights into the team as you'll be working across marketing to drive, shape and own meaningful campaigns that help us launch new markets, reach more customers, and help drive conversion.

What you'll be doing:

- Research key moments in our customers yearly usage of our category, in conjunction with our company roadmap, to identify the priority campaigns calendar.
- Create and deliver creative and inspiring seasonal campaigns that cut across all marketing channels and target the right audience.
- Working with all areas of marketing and product, ensure that the teams are co-ordinated for any major go-to-market initiative, and there is brand consistency end-to-end.
- Ensure everything we build has a path to scale internationally, whether that's creative development, or activation plans, we're always looking to scale.
- Develop a close understanding of the marketing channels we have, how to utilise them in our campaigns and the type of content that gets the most out of them.
- Working closely with our finance, data and analytics teams you'll need to make sure all brand activities and investments are measurable against incremental revenue.

What you'll need to succeed:

- Solid experience with direct-to-consumer tech businesses bonus points if you've worked in a scale-up.
- Deep knowledge of measuring campaigns against revenue and commercial goals and a proven track record in being able to be adjust to ensure we hit goals.
- Fantastic project management skills, balancing organisation and speed of execution.
- Highly commercial, you must be able to measure and understand the impact of your work on key business metrics such as revenue generation.
- Excellent communication skills, you are articulate and can explain complex subjects in simple terms.
- As part of our small team, you'll need a hands-on, can-do attitude. You're someone who's self-motivated and knows how to drive results.
- Collaborative and influential, you can gain buy-in from, and manage relationships with multiple stakeholders across technology and business operations.
- A bias to action and the capability to deliver good work quickly.
- The ability to commute to our offices in Hammersmith at least 3 days a week
- A strong alignment with our company values and able to make an impact!
- Please note we are unable to offer visa sponsorship for this role. All applicants must be currently located in and fully eligible to work in the UK without any visa support.

Our company values are:

- **Have fun, get it done** (work hard play hard, satisfaction in results, do the right thing)
- **Progress over perfection** (Innovate and disrupt, Curious and adaptable, Work quick, learn quicker)
- **One team thinking big** (Collaborate and communicate, Celebrate wins , Embrace challenges)

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We are 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. We welcome applicants from all backgrounds to be part of our mission and contribute to our vibrant culture.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
