



## Job Details

**Reports to: Senior Manager Brand Marketing and Communications**

**Title: Campaign Manager**

**Location: Eastpoint, Dublin**

**Duration: 2 year fixed term contract**

## About Virgin Media:

At Virgin Media, we've got a very different way of looking at the world - and it shows in what we're like as a place to work. We think work should be fun - because fun is what our customers demand from our services. So you'll be joining a bunch of people who are free-spirited, capable of coming up with their own ideas, and given free rein to put their talents to their best use. But besides being all about fun, we're also deadly serious when it comes to putting our customers first! Whether it's TV, mobile, home phone or super-fast broadband services, at Virgin Media Ireland we're 110% focused on making our customers lives easier, richer and a little bit more fun.

It's not a nine-to-five, clock in and tune out sort of place. And there's no corporate mask to put on at the door – you can just be yourself. We're hard working, but in it together. Creating something special. Because let's face it. If you don't love what you do, it's time to do something else. Join us.

## About the Role:

This role is responsible for end to end development, coordination and implementation of 'Through the line' acquisition focused campaigns that drive commercial growth by delivering on key metrics across brand, customer and commercial performance. Responsible for development of the through the line Campaign strategy and for driving demand, RGU sales and brand health KPIs according to Commercial strategy & plan

## Key Outputs of Role:

- Create an exciting, modern and disruptive brand experience for our customers through relentlessly seeking new ways of communicating and bringing the Virgin Media brand to life.
- Deliver budgeted demand volume via integrated campaigns through to the Inbound Telesales centres, Retail Centres and website
- Effective utilization of the Marcom budget to maximise efficiencies across all marketing channels
- Development of the existing relationship with our Creative Agency to maximise marketing effectiveness, efficiency and improve ROI
- Deliver budgeted RGU Sales through the use of appropriate and effective marketing
- Continual analysis, reporting of campaign effectiveness to agreed brand health KPIs

## Specific Tasks/ Duties

- Developing and Executing marketing activity to drive growth in subscriber numbers for all products and services and to help to build positive brand awareness
- Writing insightful and challenging Agency briefs to ensure delivery of compelling propositions and campaign concepts
- Managing the relationships with the creative agency to ensure delivery of briefs and adherence to contracted agreements. .
- To measure and monitor the performance of marketing activity across all marketing channels and audiences to achieve specific brand and campaign targets
- Forecasting and managing marketing budgets.
- Ability to work across a number of different departments to ensure marketing objectives are delivered.
- To support Media planning and monitoring of activity whilst working closely with our Media Agency and Media Manager to ensure the media supports the creative concept and campaign in general.
- Delivery and coordination of end to end advertising campaigns specific to new acquisition (existing and non-customers) to agreed KPIs
- Coordination of the execution of all Campaign activity to include but not limited to TV, Press, Outdoor, Digital, Direct Marketing, social media & ambient Marketing
- Managing relationships with all TV channels to ensure contractual elements are received and incorporated into Campaign activity on an ongoing basis

## The Person:

### Essential:

- 3rd level qualification in marketing or business related discipline and 7+ years recent experience in a similar role.
- Strong experience in a consumer marketing environment
- Campaign management experience utilising above and below the line to deliver fully integrated campaigns
- Must have experience in developing successful multimedia campaigns, creative strategy, media planning and buying, design and production and campaign evaluation
- Must have experience of developing, managing and acting as a guardian of high-performing service brands.
- Must have experience in the full mix of media channels including TV, Radio, Press, Outdoor and Direct Marketing
- Operational approach to channel measurement and performance management
- Advanced computer literacy, advanced modelling and spreadsheet skills..
- Experience of owning demand targets
- Track record of effectively delivering results within tight timelines and to a consistently high standard.
- Ability to influence effectively at all levels within the business
- Clear and concise management and communication skills
- A high level of organisational ability
- Experience of running large scale full Through the Line campaigns.

## **Competencies**

### **Essential**

- Team Working
- Managing the Performance of Other teams
- Planning and Organisational Ability
- Motivating
- Communication

### **Job Specific**

- Acquisition Focus
- Customer focus
- Achieving Results

Join and you'll be part of the Virgin Media family. You can trust us to do the right thing by you. We're a great place to work – and we offer impressive benefits too. Get ready for a generous holiday allowance, contributory pension and of course, discounts on our fantastic mobile, broadband and cable.

Ready to TURN IT ON? Apply [jobs@virginmedia.ie](mailto:jobs@virginmedia.ie)

Not your ideal job? Visit our career page to view all of our other open vacancies; <http://www.virginmedia.ie/careers>

Virgin Media is an equal opportunities employer. Having a diverse workforce is critical to the success of our business.