

## **JOB DESCRIPTION DOCUMENT**

**Job Title:** Campaign and Planning Manager  
**Department:** Commercial  
**Location:** Eastpoint, Dublin  
**Directly Reports to:** Senior Brand Communications Mgr & Proposition Manager  
**Term:** Full time

### **Overall Objectives of the Job:**

- This role is primarily responsible for supporting the business with the rollout of the Virgin Media network across the regions, by managing both the commercial go to market planning and campaign execution including tactical and strategic campaigns, leveraging ATL, Direct Response, BTI, Retail, Experiential, Promotions, OB's and Feet on the Street to drive Virgin Medias penetration within new build areas, by delivering our demand & sales targets. The role will also support the Customer Liaison Officer in ensuring that all local area engagement is thoroughly planned and opportunities are supported.

### **Main Outputs:**

- Manage end to end development and go to market of key demand generating activity and brand building campaigns including ATL, BTL, Digital, Experiential etc to support new build activity.
- Design and Manage the end to end customer journey for the programme. Manage the VM experience from pre build to customer activation
- Responsible for the programme commercial planning, working hand in hand with network planning. The role will involve regional development planning, regional optimisation, working with 3<sup>rd</sup> parties and developers to maximise the footprint in the area
- Work closely with the in house PR team to develop and help execute local PR activity to enhance the commercial launch in these areas
- Define our new build positioning and create fully integrated communications across all customer touch points that have real cut through and are effective.
- Deliver New build campaigns on time and within budget.
- Work cross functionally with product and online team to ensure consistency of message and propositions.
- Support the Product and Proposition area to deliver demand targets weekly/monthly and annually
- Support the creation of an enhanced experience of all VM products and services within new build areas encouraging increased levels of brand consideration and advocacy.
- Manage the relationship with the agency (in house design team) and ensure outputs represent best in class work, within the agreed hours and budget.
- Work with Snr Brand Communication Manager to deliver best in class innovative campaigns that help create a brand that is the most exciting and drives the deepest affinity within the category.

### **Functions/Activities/Responsibilities:**

- Work as part of the campaign team to deliver both ATL and BTL campaigns across traditional media with a specific focus on BTL activity including DM and press inserts.
- Develop and lead the joined up plan between the commercial and networks function to achieve the goals set out
- Key KPIs include new build homes passed and new build customer sales.
- Support Snr Brand Communications Manager and Proposition manager to deliver best in class end to end campaigns across all channels.
- Needs to work in a flexible environment with multiple reporting lines
- Foster a deep working relationship with our media agencies including TV3 to ensure new build benefits from our annual media spends.

- Leverage learnings from the UK to feed in to BTL and new build activation and endeavour to spend some time in the VMUK understanding our counterparts plans/synergies for new build.
- Work with media manager and media agency on post campaign analysis and bring learnings through to future campaigns.
- Execution of the New build strategy to support the objectives of building VM brand in Ireland and delivering our demand and brand KPI's.
- Take responsibility for the management of the agency hours and the new build marketing budget

## **Personnel Specification**

### **Qualifications / Education**

#### **Essential:**

- 3rd Level qualification is preferable.
- Marketing Communications qualification ideal as well as strong commercially focused experience
- Experience working in a similar fast paced telco environment in a similar role (5+ years minimum).

### **Competencies**

#### **Essential:**

- Good people and relationship skills
- Experience in managing multiple internal and external stakeholders.
- Clear and concise management and communication skills.
- A high level of organisational ability.
- Good attention to detail.
- Agency management skills.
- Ability to brief and provide constructive feedback to agencies
- Advanced computer literacy and spreadsheet skills.
- Sound understanding of the Principles of Marketing.
- Experience in brand building and marketing communications ATL and BTL, Digital and Channel Marketing.



