

Job Description and Person Specification

Senior Campaigns Manager

Job Details	
Grade	10
Service	Communications and Policy
Location	Council House / Hybrid
Job Evaluation Code	A6293

Coventry City Council Values
<p>We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:</p> <p>Open and fair: We are open, fair and transparent.</p> <p>Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be.</p> <p>Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing.</p> <p>Create and innovate: We embrace new ways of working to continuously improve the services we offer.</p> <p>Own and be accountable: We work together to make the right decisions and deliver the best services for our residents.</p> <p>Value and respect: We put diversity and inclusion at the heart of all we do.</p>

Job Purpose

To lead the operational delivery of the Council's campaigns, ensuring they are audience-led and insight-informed, high quality, and aligned with corporate priorities. This role will be key in translating the strategic direction set by the Head of Campaigns and Behavioural Change into effective, measurable campaigns that inform, engage, and inspire residents, strengthen community connections, and support positive behaviour change.

The postholder will manage two Grade 7 Campaign Leads, ensuring the campaigns are delivered on time, to budget, and with demonstrable impact, while embedding best practice, innovation, and behavioural insight principles across the service.

Key Responsibilities and Accountabilities

- Lead and manage the operational delivery of campaigns across the Council, ensuring alignment with corporate priorities and the One Coventry plan.
- Line manage a small team, providing clear leadership, guidance, performance management, and professional development opportunities.
- Translate strategic objectives into actionable campaign plans, ensuring projects are delivered to high standards, on time, and on budget. Campaign examples include Public Health, Waste and Recycling and Channel Shift.
- Champion best practice in campaign planning, evaluation, creativity, and innovation, ensuring that campaigns are evidence-based, measurable, and effective in achieving behaviour change and organisational goals.
- Work closely with the Head of Campaigns and Behaviour Change to contribute operational insight, support strategic campaign planning, and provide feedback to inform organisational decision-making.
- Take a digital by default approach to inform campaign planning and delivery, ensuring strong links between digital platforms and channels.
- Manage and develop opportunities presented by Gov Delivery as an engagement tool for audience segmentation.
- Collaborate with internal teams, service areas, and external partners to ensure messaging is consistent, targeted, and resonates with diverse audiences.
- Evaluate campaign effectiveness using appropriate metrics, reporting outcomes and impact, and making recommendations for improvement.
- Support the embedding of a campaign-led culture across the Council, promoting evidence-based communication, cross-service collaboration, and continuous improvement.
- Manage resources effectively, ensuring the team delivers within agreed budgets and timelines.
- Maintain awareness of public sector communications trends, behavioural insight techniques, and local government priorities to inform campaign delivery.

Key Relationships			
External:	<ul style="list-style-type: none"> • Local / regional journalists • Partner organisations • Voluntary Sectors and city partners • Professional bodies • Residents 	Internal:	<ul style="list-style-type: none"> • Chief Executive & Directors • Council Leader / Cabinet Members / Councillors • CCC services • CCC employees

Standard Information
<p>Post holders will be accountable for</p> <ul style="list-style-type: none"> • Carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council’s Workforce Diversity and Inclusion Policies. Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines. • Attending any training and undertake any development activities that are identified as mandatory/beneficial to their role. • Any other duties and responsibilities within the range of the salary grade.

Responsible for
<p>Direct line management of 1 x Marketing Manager grade 8, 2x Campaigns Lead grade 7, 1x Graphic Design Lead grade 7</p> <p>Grandparent line management of 2 x Digital and PR Officers grade 5</p>

Person Specification	
Requirements	
Skills and experience	<p>Proven experience in campaign planning, delivery, and evaluation, preferably in a public sector or complex stakeholder environment.</p> <p>Strong expertise in behavioural change campaigns and evaluation methodologies.</p> <p>Strong understanding of behavioural insights and evidence-based approaches to influence behaviour.</p> <p>Experience of using audience segmentation tools such as Acorn/MOSAIC to understand and target specific stakeholders.</p> <p>Strong expertise in digital channel management as a key part of integrated multi-channel campaigns.</p> <p>Skilled in using the full range of digital and traditional communications tools and platforms.</p> <p>Experience managing multi-disciplinary teams and line managing staff, including setting objectives and monitoring performance.</p> <p>Excellent planning, project management, and organisational skills with the ability to manage multiple campaigns simultaneously.</p> <p>Excellent written and verbal communication skills, able to translate complex information into clear, compelling, audience-appropriate messages.</p> <p>Experience working collaboratively with senior stakeholders across multiple teams.</p> <p>Experience in local government or a public sector organisation.</p> <p>Experience managing budgets and resources for campaigns or projects.</p> <p>Knowledge of strategic communications performance reporting.</p>

Personal Attributes	<p>Passionate about making a positive difference through campaigns and communications.</p> <p>Proactive, solutions-focused, and able to work in a dynamic environment.</p> <p>Empathetic, inclusive, and able to engage effectively with diverse audiences.</p> <p>Strong leadership and team development skills.</p> <p>Committed to the values of local government and public service delivery.</p> <p>Able to build relationships and influence stakeholders at all levels.</p>
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Disclosure and Barring Service (DBS)			
Does the role require a DBS check?			
Find out which DBS check is right for your employee - GOV.UK			
And if so, which type?			
Basic Check <input type="checkbox"/>	Standard Check <input type="checkbox"/>	Enhanced Check <input type="checkbox"/>	Enhanced + barred list check <input type="checkbox"/>

Declaration			
Reviewed/Created By:	Carl Holloway		
Job Title:	Director of Policy and Communications	Date:	11.2.26