

# Senior Campaign Manager

## The Company

Outdo is the UK's fastest-growing outdoor media company, driven by a bold ambition to Outperform, Outthink and Outdo. Our portfolio spans over 30,000 out-of-home advertising sites, including buses, trams, airports, roundabouts, lamppost banners and more. And our reach is remarkable: every five seconds, 2,000 UK adults see an Outdo advertisement.

What really sets us apart is our team and culture. We're ambitious, hard-working and forward-thinking, with a hands-on approach that keeps us growing fast. We think big, push boundaries and consistently deliver industry-leading results, and we have fun doing it. We believe recruiting and keeping the best people is what makes us successful and pride ourselves in being a great place to work with a culture of growth, challenge and reward.

Discover what it's like to be part of the team: <https://www.outdo.co.uk/culture>

## The Role

This is a results-driven marketing role focused on generating high-quality B2B leads for our sales team through direct and digital marketing. You'll plan, deliver and optimise lead-generation campaigns across email marketing, social media, digital channels and other targeted marketing activity, continually finding new ways to create relevance, interest and demand for our outdoor advertising solutions.

Working closely with sales, design, analysts and external partners, you'll be responsible for producing compelling messaging, analysing campaign performance and driving continuous improvement across all marketing output.

## **You**

To excel in this role, you will be a highly-motivated, positive and ambitious marketing professional with a proven track record of delivering results driven campaigns focused on delivering leads and revenue across several marketing platforms. You'll be commercially aware, embraces challenge, and take pride in producing work that generates real results.

At Outdo, you'll join a supportive and energetic team where ideas are encouraged, and your hard work genuinely makes an impact and is recognised. If you thrive in a fast-paced environment and want to help shape the future of out-of-home media, this could be the next exciting step in your career.

## **Key Responsibilities**

### **Campaign Planning & Execution**

- Plan and deliver B2B lead generating marketing campaigns across email, digital, social and direct marketing, to generate a pipeline of qualified leads for the media sales team and support the achievement of marketing revenue targets.
- Continuously develop new, creative ways to market our advertising space, including writing compelling copy that presents fresh, relevant reasons for key business audiences to take an interest.
- Work with internal and external teams (sales teams, design teams, digital agencies) to ensure campaign material and messaging are on-brand and on-deadline.

### **Campaign Performance & Reporting**

- Work closely with our marketing analyst to review regular performance reports, analyse which campaigns are performing best, identify opportunities for improvement, and proactively drive stronger overall marketing results.
- Confidently communicate and present campaign plans to the sales team, explaining previous campaign results, outlining upcoming marketing plans, and clearly sharing the rationale behind each campaign.

### **Brand Development & Strategy**

- Support the ongoing development of Outdo's brand and communications by contributing ideas for social media, PR, blogs and wider content marketing.

## **Process & Innovation**

- Keep up to date with marketing best practices, tools, and technologies, suggesting innovative ways to improve campaign performance.

## **The Package**

- Generous bonus structure linked to campaign outcomes
- 33 days holiday (inc. statutory holiday)
- Birthday holiday
- Annual charity day
- Flexible working options
- Regular, paid-for team and company social events
- Free Lunch Fridays
- Employment Benefits Trust