

Digital Campaign Executive

Basic information

Band: D

Job family: Customer Experience and Marketing

Terms: Permanent

Location: Cheltenham

Reports to: Senior Marketing Manager

Team: UCAS Marketing

Business unit: External Relations



Role purpose:

Responsible for supporting marketing managers with the technical delivery of our personalised customer contact strategy. You'll lead on the accurate building, testing, optimisation, and deployment of outbound dynamic communications campaigns (including email).

Experience in using Salesforce Marketing Cloud or a similar platform is a must. You'll be proficient in blending your technical expertise with an analytical mind to develop solutions for digital marketing campaigns, and ensure functionality delivers the best possible results for the customer. This role will operate in a fast-paced environment, so excellent data, organisational skills, and attention to detail are crucial. You'll need to be a good communicator and able to work closely with a number of cross-functional stakeholders, interpreting their plans and expertise to deliver results.

Key duties and responsibilities:

- Lead on the development of new customer contact journeys, interpreting and executing the marketing team's customer contact plans into technical plans, to ensure campaigns are accurate in their delivery.
- Manage existing contact journeys, including amending, testing, and optimisation.
- Work with marketing managers on the production and technical creation of every communication, ensuring flawless execution.
- Collaborate with cross-functional stakeholders to ensure data and technical requirements are accurately interpreted.

- Quality assure the different versions of the customer communications journey, ensuring continuous improvement and highlighting where risks have been identified.
- Provide insights and recommendations on ways of improving journeys.
- Create and document processes to ensure risks to the business are minimised.
- Operate as a technical expert on Marketing Cloud, in development discussions with other parts of the business.

Accountabilities:

- This role has no line management or budget responsibilities.

Person specification:

- Demonstrable experience in building, managing, and optimising communications using Salesforce Marketing Cloud, or a similar platform.
- Experience in managing databases is desirable.
- Experience of working closely with other technical disciplines and interpreting their requirements (e.g. data and IT).
- Ability to use initiative to develop new solutions.
- Experience of using HTML and CSS.
- Experience of using SQL.
- Experience in using CloudPages, Contact Builder, and Journey Builder in Salesforce Marketing Cloud is desirable.
- Experience in Javascript is desirable.
- Experience in AMPscript is desirable.
- Great attention to detail.
- Ability to manage and build good working relationships with clients and colleagues.
- First rate communication skills, and ability to communicate effectively at all levels, both verbally and in writing.
- Ability to question and challenge current practice.
- Ability to work under pressure, as a member of a team, and on own initiative.
- Strong analytical skills.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Customer – We always look through the customer lens. The logic of the customer is the logic of UCAS.

Commitment – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

Team – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

Outcomes – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

Agility – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

Extraordinary – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.