



Job title	Manager, Campaigns (Fixed term contract – one year (maternity cover))
Reporting To	Sarah Sinden

About UK Finance

UK Finance is the collective voice for the banking and finance industry. Representing around 300 firms across the industry, we act to enhance competitiveness, support customers and facilitate innovation.

We work for and on behalf of our members to promote a safe, transparent and innovative banking and finance industry. We offer research, policy expertise, thought leadership and advocacy in support of our work. We provide a single voice for a diverse and competitive industry. Our operational activity enhances members' own services in situations where collective industry action adds value.

About the job

UK Finance's Campaigns team develops, coordinates and delivers communication activities to promote campaigns on behalf of the banking and finance industry.

In this role you will help to create and execute large-scale campaigns on a broad range of issues of importance to UK Finance members – from personal finance to payments and commercial finance to economic crime. You will have the opportunity to engage audiences using a variety of communications channels including PR, digital, partnerships and advertising.

You will work closely with the Campaigns Director and Campaigns Principal to help shape and execute campaign activity. Close engagement with the wider Corporate Affairs team and other UK Finance colleagues, along with members and external agencies will also be an important part of the role.

Key Responsibilities

- Work with other members of the Campaigns team to help develop and deliver innovative campaigns and content on a range of issues aimed at consumers and businesses.
- Build and execute campaign plans that include appropriate communications activities which get key messages to target audiences in an engaging and effective way.
- Plan, build and launch creative campaigns that speak directly to our target audiences.
- Help to manage budgets and procurement processes for campaign activities.
- Produce clear briefs for external agencies, setting out the work required of them and managing their delivery.
- Work with colleagues and agencies to plan and produce media, articles, blogs, newsletters, website, podcasts and social media content related to the campaigns.
- Build relationships with key internal and external stakeholders including partners to facilitate the development and execution of campaign activities.



- Engage with and present to UK Finance members on campaign activity, including proposals, updates and evaluations.
- Implement success metrics and data measurement to ensure we can prove campaign success.
- Reporting on activity and results, presenting these back along with recommendations on improving performance.

What we're ideally looking for:

A campaigns specialist with experience of delivering large-scale communications activity to a variety of audiences.

You will need to demonstrate:

- Experience of delivering impactful campaigns.
- An understanding of audience targeting and effective use of the most appropriate communications channels.
- Experience in working with external communication agencies.
- A good understanding of the key issues facing the banking and finance industry.
- Experience in using a variety of communications methods including social media, digital, partnerships and advertising.
- Strong initiative and a willingness to take forward ideas.
- Experience of working with a range of internal and external stakeholders to help deliver campaign activities.
- Excellent oral and written communication skills.

Other information

UK Finance is a world-class trade association representing the banking and finance industry operating in the UK. We currently have over 300 members and our goal is to ensure that the UK retains its role as a global leader in financial services. Whether you are representing our members or advocating on behalf of the entire sector, a career at UK Finance is one you can be proud of.

We offer a competitive remuneration package and access to a generous range of health, wellbeing, travel and lifestyle benefits. Further details are available here:

<https://www.ukfinance.org.uk/about-us/careers/what-we-offer>

You'll be based at UK Finance's offices in Angel Court, Bank, London, although we also provide colleagues with the option to work remotely on a regular basis where it is reasonable and practicable for them to do so.

Right to Work

Applicants must legally have the right to reside and work in the UK.