**Job Description**

**Role title: Campaign Marketing Manager (Renewables and Offshore Wind Sector)**

**Reports to: Marketing Director**

**Grade: Principal**

**Sector: Business Support**

**Division:** **Marketing**

**Purpose / Scope of role**

APEM Group is leading global environment consultancy providing expert advice to clients in a wide range of industries including renewables, water, infrastructure, marine and ports, transport, construction and development.

With deep scientific and technical expertise, supplemented with a heritage of innovative solutions such as our groundbreaking LiDAR marine wildlife surveys for the offshore wind industry, our team of scientists, technical experts and consultants provide a range of marine, freshwater and, terrestrial ecology consultancy services combined with market leading geospatial service, across the world.

The Campaign Marketing Manager will be the marketing business partner to the Sector Managing Director and their teams, helping deliver the business plan via the creation of strategic marketing activities and execution of integrated marketing campaigns, across our key target segments.

This role combines strategic thinking, creative expertise, and a deep understanding of the environmental and renewable energy industry to drive brand awareness, generate leads, and support the organisation's growth goals.

**What success looks like in this role**

You will be the go-to person for our Sector MD when they want to talk about ways of expanding their business, bringing your knowledge of the sector, your commercial understanding, and your marketing expertise together to drive new conversations in the market. Your track record of delivering high impact, high value marketing campaigns will be seen as the way to get our messages out to the market, influencing our clients and market stakeholders and beating our competitors.

**Key Responsibilities**

1. **Campaign Strategy and Planning:**
	* Develop comprehensive marketing campaign strategies aligned with business objectives.
	* Create tailored plans for marketing campaigns focused on the renewables and offshore wind sectors.
2. **Audience Segmentation:**
	* Identify and segment target audience personas within the renewables and offshore wind industries.
	* Understand their pain points, needs, and motivations.
3. **Content Development:**
	* Generate high-quality, industry-specific content, including whitepapers, case studies, reports, blogs, and videos.
	* Collaborate with subject matter experts to ensure content accuracy and relevance.
4. **Multi-Channel Marketing:**
	* Implement and manage multi-channel marketing initiatives, including digital marketing, social media, email marketing, events, webinars, and PR.
	* Optimize channels for maximum reach and engagement.
5. **Lead Generation and Nurturing:**
	* Create lead generation strategies and leverage marketing automation tools to capture, nurture, and qualify leads.
	* Develop workflows and lead scoring mechanisms to prioritize leads for sales teams.
6. **Campaign Performance Analysis:**
	* Establish key performance indicators (KPIs) for campaigns and regularly analyze data to measure the effectiveness of marketing efforts.
	* Use insights to adjust and improve campaigns in real-time.
7. **Budget Management:**
	* Manage campaign budgets effectively, allocating resources to maximize ROI.
	* Monitor campaign expenses and track budget adherence.
8. **Market Research:**
	* Stay informed about industry trends, regulations, and competitive landscapes.
	* Use market research to inform campaign strategies and content development.
9. **Environmental and Industry Knowledge:**
	* Develop a deep understanding of environmental and renewable energy concepts and technologies.
	* Stay updated on the latest advancements in the renewables and offshore wind sectors.
10. **General:**
	* To take reasonable care for the health and safety of yourself and others; make use of the tools, equipment, training and resources; and actively engage with colleagues at all levels to contribute to the continuous improvement of health and safety management.
	* To carry out any additional activities that may be reasonably required or requested.

**Skills/Knowledge/Experience/Qualifications**

**Essential**

* Significant experience in campaign marketing with a proven track record and portfolio demonstrating delivery of campaigns with tangible ROI.
* In-depth knowledge of the renewable energy sector and ideally offshore wind.
* Strong project management skills and attention to detail.
* Proficiency in digital marketing tools, data management and analytics, and marketing automation platforms.
* Exceptional communication, presentation, and networking skills.
* Creative thinking and problem-solving abilities.
* Budget management and financial acumen.
* Ability to work effectively both independently and as part of a team.

**Desirable** -

* CIM qualified, or equivalent
* International marketing experience, ideally including Australia and Europe

**Our Values**

Our most important assets are our people who work for the firm. We all work as one team and rely on each other. We wish to create a working environment to which our people are proud to belong, by maintaining our values at the forefront of everything we do. These values are:

* Integrity – We do the right thing
* Quality – Quality in everything
* People - We care
* Forward thinking – We focus on the future
* Positivity – We believe we can
* Fairness – We champion equality

**Our WOW Factor**

When home became work, we learned that flexibility, understanding and balance allowed us all to move forward and grow together. So, no matter where you’re based, the hours you keep, the toddlers you have to entertain, or outside interests that help with your wellbeing we’re committed to our Ways of Working (WOW) with each other so we can continue to be our best.

**You belong**

We recognise that everyone’s story is different. The opportunities, experiences and challenges faced in life shape who we are, and we understand that these are the things that make us individual and unique. Embracing our differences means we’re able to approach what we do from every angle.

Inspiration and insight can come from anywhere, and no matter your history or choices in life, we empower our people to be their best, so we can be our best, together. **We welcome the whole you.**