Role Profile

| **The Role** |
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| Role Title: | Senior Integrated Campaigns Manager | Reporting to (job):  |  | Strategic Planner  |
| Legacy job titles covered by this role profile: | Senior Project Manager - Integrated Marketing Campaigns  | Jobs that typically report into this role: |  | None |
| Function / Org Unit | Strategic Support - Customer Engagement | Job Number:*(to be assigned by Reward)* | RPMIG6 |
| Base and travel | Hybrid - Office and Home The role will involve occasional travel and overnight stays | Band *(to be assigned by Reward)* | UC |
| **Role Dimensions** |  |
| Number of direct reports | 0 | Manager/Individual Contributor: | Individual Contributor  |
| Number of dotted line reports | 0 | Budget (Operating/Capital) | Project Budgets (circa £1m+ per project) |
| Total No of Reporting Staff (include all direct and indirect reports) | 0 | Decision Making Authority & Responsibility for Resources | Making recommendations for alternative project solutions. This includes the project design, resourcing, supplier approaches, solution designs, etc.The post holder takes input from many sources, combined with their own analysis of the business environment to provide project managers and senior managers with strong recommendations. Although a collaborative approach is taken, it is their judgement that drives the final recommendation.The job holder manages and owns the project budget - as projects are allocated. It is through the projects that the Society delivers its strategy |
| Working Environment | DSE User  |
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| **Role Purpose**  | This role will play a critical role in the delivery of our integrated marketing campaigns, working across all of the organisation to ensure all engagement opportunities are maximised as well as acquiring new supporters as well as retaining existing ones. Being the campaign lead, you will act as the conduit between the business and delivery teams as well as key external partners.This role also coordinates emergency communications responses, such as responding to the media or changes in our external environmentThe Senior Project Manager plays a key role within the project delivery processes at the RSPCA. As a SPM, you will deliver some of the projects in a large transformation programme, successfully delivering the benefits and outputs of those projects to deliver business change across the organisation. The role manages and creates proactive, enthusiastic and delivery oriented project teams within a matrix reporting structure. It builds and sustains key stakeholder relationships, takes ownership of project delivery and assesses business satisfaction with delivered results.The role controls and reports on project deliverables, progress against milestones, budget, resources, risks & issues in accordance with the project governance framework already in place and seeks to continuously work towards delivery excellence. |
| **Principal Accountabilities** | Project delivery* Lead the management of projects working within a Waterfall / Prince / Agile methodology to deliver agreed benefits.
* Responsible for project delivery, where the programme requires, of multi-threaded, large scale deliveries. Ensuring the project is delivered, within the defined governance process, with control and to the expectations of key stakeholders.
* Monitor and report on progress through all stages of delivery, from definition to transition to live operations.
* Ensure project documentation aligns to standards set out by the Head of SDU
* Create and maintain a well-structured, professional project environment for your project teams where each member fully understands their role and responsibilities within the project and is encouraged to deliver great results. (Project teams will draw upon a cross section of specialist staff from across the organisation,from Directors downward. Project teams can be between 5 and 20+ members).
* Manage the successful delivery of projects on time, to budget and of the right quality using in line with the standard project management methodology.

Communication* Manage expectations of key stakeholders throughout the life cycle of projects.
* Provide senior management with fully impacted solution options to complex project issues in order to drive timely decision-making.

Control* Be a role model to help ensure appropriate functional governance is followed and instil strong disciplines within matrix teams.
* Proactively identify and manage project risks; and monitor and drive the resolution of issues
* Manage cross project dependencies to mitigate risk to the Society.
* Maintain control of the Project scope through an effective change control process, consulting with key stakeholders as necessary.
* Effectively manage and control individual or multiple project budgets and expenditure forecasts, taking accountability for resources allocated and provide regular updates.

People Management* Provide strong leadership to project resources, framework partners and consultants, defining work, ensuring deadlines are understood and adhered to and that project objectives are clearly articulated and understood.
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| **Key Interfaces**  | Exerting influence through all levels of the organisation and stakeholder management - negotiating changes to proposed new projects, influencing the adoption of change across the organisation, including the selling of new concepts. This is not easy and requires a creative and flexible approach to influence senior staff. This role therefore involves negotiation across multiple parties. |
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| **The Person** |
| **Personal Attributes and Key Competencies** | * Proven ability to lead multi-channel integrated campaigns
* Proven presentation skills
* Good documentation skills
* Proven problem solving capabilities with demonstrably positive and tenacious approach to problem solving
* Proven ability to communicate with resources at all levels
* Ability to build trust and respect in others and establish and maintain relationships
* Ability to elicit comprehensive and accurate requirements
* Ability to make sense of complex situations, rapidly prioritise issues and provide conscious outputs
* An analytical yet pragmatic approach to problem solving
* Ability to quickly absorb and understand a new concepts
* Ability to think of creative solutions to business issues
* Collaborative approach to project management
* Ability to adapt quickly to a new environment / situation
* Ability to quickly gain credibility with a new audience
* Process driven, autonomous and an organised completer/finisher
* Excellent and articulate oral and written communication; must be able to adapt the style for varied audiences
* Self-starter with a 'can do’ attitude who defines and leads not follows or stops at blockers
* Must work to a high degree of accuracy with very good attention to detail
* Ability to cope under pressure
* Team player, and able to work on own initiative
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| **Essential Key Skills, Qualifications & Experience** | * Proven successful delivery of complex projects for multiple business functions
* Extensive experience of stakeholder management, identifying, addressing and resolving differences between individuals and/or interest groups
* Proven experience leading a project team through matrix management
* Experience of using project management tools to manage development activity
* Experience in controlling, reconciling and reporting on projects
* Experience of analysing complex data to produce useful management information

*Department Specific skills required:** *Extensive practical experience of multi-ask campaigns, preferably at a management level*
* *Specialist knowledge of marketing within a fundraising/ not for profit environment*
* *Previous experience in managing integrated multi channel campaigns, preferably with experience in managing direct mail, telemarketing, direct response television and digital campaigns.*
* *Experience of communication scheduling and planning*
* *Clear understanding of key performance indicators for integrated campaigns and the importance of performance reporting for key stakeholders*
* *Experience of delivering deadline driven multi-channel projects within a recognised project methodology*
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| **Desirable Key Skills Qualification & Experience** | * Certified as a practitioner in PRINCE2
* Experience in Agile Project Management
* Ability to use Google to create and edit documents, spreadsheets, emails, project plans and presentations
* Valid driving licence
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| **Personal commitment to:** | Adhere to the Society’s charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.Take care of their own health and safety and that of others who may be affected by their acts and omissions.Uphold the RSPCA’s core values Cooperate with Society policies and proceduresUnderstand and comply with any Society Code of Conduct. |
| **RSPCA Core Values** | Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do. They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations. **We are compassionate:** we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times**We are inspirational:** we are life changing, we inspire by taking the lead, we speak up when others don’t, we take brave decisions, we change animals’ lives for the better.**We are committed:** we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.**We are expert:** we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.**We act with integrity:** we are honest and trustworthy, we act with integrity, we do what’s right. |

| **Creation and Authorisation** |
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| *Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.* |
| **Profile written by:**  **Approved by (operations):** | Karlene Amos | **Role:** **Role:** | Head of Strategic Planning  | **Date:****Date:** | 7/3/22 |
| **Approved by (HR):**  | Luan Moorshead  | **Role:** |  HR Business Partner | **Date:** | 21/3/22 |
| **Date Job last evaluated:** | March 2022 |