

# United Kingdom Jobs Expertini®

## EMEA Campaign Manager

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Company: Arrow Electronics

Location: United Kingdom

Category: other-general

**\*Position:** EMEA Campaign Manager **\*Job Description:** **\*Working time:** Full Time**\*Few Words About the Team:** Geographically dispersed team covering EMEA markets**\*Reporting to:** Manager of Digital Marketing Center of Excellence, EMEA**\*Division:** Arrow ECS Enterprise Computing Solutions**\*What Are We Looking For?\*** Our campaign managers are responsible for developing and leading with regional campaigns across several suppliers in our portfolio. Working with the digital marketing Center of Excellence the campaign manager will need to have sound organizational skills as well as knowledge and experience in executing multiple campaigns in multiple regions at any one time. A proven track record in campaign management is critical whilst having the ability to refine and identify the core marketing strategy of every campaign. This role reports into the Manager of Digital Marketing Center of Excellence, EMEA.**\*What You Will Be Doing at Arrow?\*** **\* Oversee the execution of integrated marketing campaigns across multiple channels for brand and supplier marketers.\* Assist brand and supplier marketers during the campaign planning and brief development process, review campaign proposals and assist with internal rate cards to arrive at value-based pricing.\* Develop and recommend cost-effective options and work with agencies to arrive at best pricing and timelines. Create campaign estimates and schedules to assist brand or supplier strategists. \* Drive each campaign activity from approval of plan to deploy and then monitor and reporting to ensure objectives and campaign strategies are being met. \* Set up campaign activities in the marketing automation tool (Eloqua) for marketing channels including email, web, social, traditional ads, digital ads, paid social, telemarketing, print media, traditional media etc.\* Introduce new fresh ideas for test campaigns, plan and run**

those campaigns and turn them into benchmarks for use by planners.\* Oversees quality control of all projects through editing, proofing, and the review process.\* Ensure campaigns are built, executed, and reported to realistic service level agreements. \* Collaborate with marketing effectiveness team for timely creation of effective reports and dashboards. \*The Skills That Will Help You to Succeed:\*\* Typically requires a 4-year degree and a minimum of 5 years of related experience; or an advanced degree without experience; or equivalent work experience. \* Previous project management at either a marketing agency or within an internal shared service or demand center function \* Experience in digital marketing strategies and best practices as well experience with effectively using traditional marketing tactics and channels for best outcomes. \* Must have metrics and outcome-driven mindset and excellent operational expertise managing high volume of activities and campaigns by ensuring effective capacity and resource planning. \* Must have previously selected/overseen creative and demand creation of campaigns. \* Must have knowledge of marketing channels effectiveness & mix. \* Strong project management skills along with strong written/oral communications and budget allocation and management principles. \*What is in it For You?\* \*Development Opportunities:\* This is an ideal career move for a motivated digital marketing professional (m/f/d) looking to make a next step in career and gaining international experience on different EMEA markets in a large enterprise. \* Permanent full-time remote position after probation period\* Competitive benefits package depending on location\*About Us:\* \*Arrow Enterprise Computing Solutions\* (ECS), a part of Arrow Electronics, brings innovative IT solutions to market to solve complex business challenges. We deliver value-added distribution, business consulting and channel enablement services to leading technology manufacturers and their channel partners. We help businesses grow faster, operate efficiently, and transform in a dynamic market. #LI-GK \*Location:\* UK-Harrogate, United Kingdom (Otley Road) \*Time Type:\* Full time \*Job Category:\* Marketing and Communications

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