



**Gonvarri**  
Material Handling

**Title:** Marketing Campaign Manager  
**Reports to:** Head of Marketing  
**Based:** Swindon / Remote  
**Responsible for:** Managing marketing campaigns and steering of marketing projects  
**Job type:** Full Time

### **About Gonvarri Material Handling**

We manufacture innovative, cutting edge storage solutions through our global network. The Group has a strong local presence throughout Europe as well as a sales network throughout the rest of world including Africa, the Middle East, North and South America. This makes us a leading force in the storage industry.

We're great believers in building long-term relationships with our clients, our suppliers, and our staff. We've built a great team based on that commitment, and we want everyone who joins us to think that way too.

We are looking for a **Marketing Campaign Manager** to strengthen our global marketing team in Swindon.

### **About the Marketing Campaign Manager role**

As a Campaign Manager, you will be responsible for planning, managing, coordinating and monitoring national and international marketing campaigns in an international team. You are the creative engine behind our successful B2B marketing campaigns. Your passion and commitment are the fuel that makes our brand shine in analog and digital spaces. You will support sales in lead generation and design digital brand and awareness campaigns. Another important part of your tasks is the coordination and monitoring of marketing projects. This task combines customer orientation, strategic and creative thinking with success monitoring.



## **Key Responsibilities**

You are the driving force behind the planning, development, management, optimization, and success monitoring of marketing campaigns across various channels. Your tasks are varied and strategically significant. Analyzing target groups and their preferences and criteria for purchasing decisions to identify the right communication channels are part of your responsibilities. Then, you conceptualize and initiate campaigns, select suitable channels and formats, and position campaigns in the brand context. You coordinate the marketing team, work closely with sales, and commission external agencies if necessary. Success monitoring and budget control are also part of your responsibility, to achieve the optimal return on investment (ROI) for the company.

- Planning, coordination, implementation and success control of marketing campaigns
- Close collaboration with stakeholders in marketing and sales within the country organizations
- Management and supervision of agencies
- Analysis, reporting and success monitoring of campaigns
- Support and project management of projects
- Success monitoring of marketing campaigns
- Budget monitoring of marketing campaigns (ROI)
- Support of the global marketing team in distributing content across different channels
- Training of the marketing team in planning, execution, and success monitoring of campaigns

## **You ideally bring this experience with you**

- 3 to 5 years of professional experience as a Campaign Manager or in similar positions within an agency or a B2B company
- In-depth knowledge of campaign management on analog and digital channels (social media, SEO, e-commerce, content marketing, storytelling)
- Experience in developing cross and up-selling campaigns in a B2B environment
- Experience in setting up and optimizing campaigns across multiple channels
- Ideally, experience in multi-brand management experience and channel partner marketing
- Creation of campaign reports and derivation of measures for campaign optimization
- Conducting training sessions on campaign management within marketing teams
- Proficient in project management tools



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### **What we offer you**

- Performance-related pay depending on experience
- 35 hours per week
- Hybrid working
- 25 days holiday - no bank holiday working required
- Pension scheme & Life assurance
- Modern Offices
- Onsite Parking
- On-line training academy
- Employee focused company with progression opportunities

To apply for this role, please send us your CV at [careers@gonvarri-mh.com](mailto:careers@gonvarri-mh.com).

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Murdock Rd, Dorcan, Swindon SN3 5HY, United Kingdom