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| Role Title | Senior Vendor Campaign Manager |
| Function & Dept. | Marketing/ Central Marketing |
| Career Growth Level | Contributing & Developing (D) |
| CGP Descriptor | Qualified specialists, recognised for their expertise, serving as pivotal contributors in various domains. These specialists play a vital role in influencing and shaping new business strategies, policies, practices, and content, catering to both external and internal customers. Their responsibilities may encompass problem-solving and the development and execution of purpose-driven solutions, often of a complex nature, to meet the specific needs of both external and internal customers |
| Team | Marketing |
| Reports to | Vendor Marketing Manager |
| Role Purpose | To strengthen SCC’s vendor marketing delivery, drive campaign execution, and generate sales opportunities, SCC requires a dedicated Vendor Campaign Manager who can support the Vendor Marketing Manager in delivering impactful, measurable campaigns. This role will enable SCC to maximise vendor collaboration, align marketing with sales objectives, and ensure effective execution across events, campaigns, and content.  • **Driving Campaign Execution**: The Vendor Campaign Manager will plan, deliver, and evaluate integrated campaigns that generate sales leads for SCC and its vendor partners.  • **Supporting Vendor Marketing**: The role will provide critical support to the Vendor Marketing Manager, ensuring smooth delivery of marketing activities and consistent reporting on campaign performance and successes.  • **Events Management**: Managing key events – including internal, stakeholder, and third-party engagements – is central to the role, ensuring alignment with campaign objectives and strong attendance.  • **Content and Messaging**: Collaborating on campaign content and messaging to ensure relevance, consistency, and impact in driving audience engagement.  • **Aligning with Sales**: The role is pivotal in ensuring marketing activity directly supports sales objectives, enhancing vendor collaboration and maximising ROI.  • **Stakeholder Satisfaction**: Delivering high standards of execution and maintaining strong internal and external relationships will be essential to success in this role. |
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| Key Responsibilities | |
| **Strategic Planning, Vendor Income & Sales Qualified Leads:**   * **Vendor Strategy**: Develop fully integrated strategic plans with vendors to drive commercial targets and business growth. * **Cross-Team Collaboration**: Work closely with the wider marketing team, vendors, partner managers, business units, and sales to ensure campaigns are delivered on time and within budget. * **Budget Management**: Manage allocated vendor marketing budgets to maximise exposure within accounts and ensure campaigns deliver a measurable ROI. * **Quarterly Planning**: Develop and align quarterly vendor marketing plans and strategies with key strategic partners to maintain focus and impact. * **Vendor Partnerships**: Identify opportunities for vendor collaboration and involvement in SCC-led marketing initiatives to strengthen joint value propositions. * **Target Achievement**: Drive performance to meet vendor income and SQL targets, ensuring accountability and commercial success. * **Brand Alignment**: Ensure all channel creative is fully aligned to both SCC and vendor brand guidelines for consistency and quality. * **Project Ownership**: Lead additional projects and manage key relationships within SCC as required, contributing to broader business objectives.   **Partner Marketing Collaboration:**   * **Vendor Relationships**: Build and nurture strong partnerships with vendors to influence execution and unlock new opportunities. * **Open Communication**: Develop effective two-way communication channels with vendors, encouraging collaboration and transparency. * **Campaign Reporting**: Provide clear and consistent reporting of campaign plans and performance to the wider business. * **Feedback Sharing**: Communicate vendor feedback to relevant stakeholders to ensure alignment and continuous improvement. | |
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| Person Specification | |
| 1. **Experience:** 4–6 years of proven B2B channel marketing experience, with a strong track record of developing and delivering successful marketing plans. Sales experience is highly desirable. 2. **Knowledge**: Solid understanding of digital, social, print, event, and direct marketing channels, with the ability to create integrated campaigns that drive measurable outcomes. 3. **Core Skills**: Exceptional relationship-building and influencing skills, with the ability to persuade, handle objections, and present confidently to diverse audiences. Strong organisational and time management skills, with the ability to thrive in fast-paced environments and meet overlapping deadlines. 4. **Technical Expertise**: Commercial acumen to develop marketing plans, business cases, and ROI analysis on spend, combined with proficiency in analytics tools. Ability to work independently or collaboratively across teams, and willingness to travel as required. 5. **Qualifications**: BSc or BA in a relevant field, or equivalent professional experience. | |

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| Key  Competencies |  | Level |
| 1. | Marketing Planning and Campaign Implementation | 3 |
| 2 | Communication | 3 |
| 3. | Project Management | 3 |
| 4. | Campaign Planning | 3 |
| 5. | Campaign Analysis and Reporting | 3 |
| 6. | Customer Focus | 3 |
| 7. | Relationship Building | 3 |
| 8. | Industry Knowledge of Public Sector | 3 |

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| Management  Competencies |  | Level |
| 1. | Leading, Developing and Managing People | 3 |
| 2 | Problem Solving and Decision Making | 3 |
| 3. | Influencing Others | 3 |
| 4. | Embracing the need for change | 3 |
| 5. | Thinking & Acting Strategically | 3 |
| 6. | Planning & Analysis | 3 |
| 7. | Performance Management | 3 |
| 8. | Employee Experience | 3 |
| 9. | Resourcing | 3 |
| 10. | Competency Assessment | 3 |

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| Value Behaviours |  | Level |
| 1. | Responsibility |  |
| 2. | Passion |  |
| 3. | Customer First |  |
| 4. | Agility |  |
| 5. | Family |  |

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| Version | Date | Description | Approved by | Date |
| 1.0 | November 2023 | Original | HR | November 2023 |
| 2.0 | March 2024 | Formatting of cells | HR | March 2024 |