**Position:** Campaign Manager

**Department:** Campaign Development

**Reports to:** SVP/VP, Group Campaign Director or VP, Campaign Director

**Date:** N/A

**Job summarary:**

The **Campaign Manager** is the day-to-day marketing lead and an integral part of the Ad Council’s Campaign Development team responsible for overseeing the development, implementation and evaluation of fully integrated public service communications programs that drive sustainable and measurable social change.  On a day-to-day basis, they are the trusted partner and adviser to our non-profit and government clients, as well as pro-bono agencies.

Whether it’s reviewing research, working collaboratively on a strategy and evaluating creative, understanding the competitive landscape, executing with partners against digital and PR/social plans, or partnering with one of our board member companies on their CSR initiative, your job will be to oversee and coordinate the various processes that go into developing communications programs that truly surround an issue, reach an audience and make a difference in our world.

This fast-paced position is perfect for someone who has strong written and oral communication skills, is a great project manager, has an appetite for learning about the latest trends in advertising and is passionate about social change.

**What you’ll do:**

Reporting to the SVP/VP, Group Campaign Director or VP, Campaign Director, you will work collaboratively on a cross-functional team to develop multi-media communications programs for your docket of campaigns.

**Responsibilities include:**

* Managing internal and external volunteer agency resources against 3-5 campaigns to develop and maintain/support a target audience-driven, multi-media communications strategy and implement integrated marketing programs to deliver on campaign objectives. Integrated campaign programs consist of all media (including digital and social media), public relations, grassroots marketing, contests, cause marketing, educational marketing and media/corporate partnerships
* Managing day-to-day client relationship with your government or nonprofit sponsors, including developing a deep understanding of client organizations and the issue and competitive landscape
* Providing, managing and soliciting input from team members around the strategic and creative development, distribution of PSAs to media and evaluation of the campaigns
* Collaborating and partnering with cross-functional team to:
  + Establish media strategy and develop channel plans
  + Develop and implement evaluation plan for campaign, as well as track and report on campaign KPIs
  + Create and implement PR and social media plans, reviewing editorial calendars, reviewing/crafting website content and assisting with site QA
  + Build out campaign website fulfillment (including vendor selection, content development, site functionality, site design, metrics and all necessary approvals)
* Overseeing and ensuring quality control for the development of PSA distribution materials for the media, internal briefs/paperwork and all Sponsor approvals
* Providing ongoing evaluation of campaign performance:
  + Review and analyze donated and earned media, website and social media analytics and tracking study results
  + Develop recommendations to optimize campaign performance based on results
* Managing campaign budgets and forecasts, ensuring bottom-line cost control while assuring that all accounting protocols are properly implemented in a timely manner
* Ensuring compliance with and completion of all grant and government contracting requirements and securing all necessary legal clearances
* Developing and drafting all necessary campaign proposals, RFPs, marketing plans, contracts/grants and required reports, including the coordination of any interdepartmental materials or data needed for these documents
* Supervising and training 1-3 Assistant Campaign Managers

**What you bring:**

* At least 3 years of advertising/applicable work experience (with a minimum of 1 year as an Account Executive or equivalent with client-facing experience)
* Ability to work collaboratively and manage multiple projects concurrently in a fast-paced environment
* Self-motivated and goal oriented, especially while working in a remote environment
* Team player who works well with others in a cross-functional environment
* Excellent organizational skills and attention to detail
* Excellent communication skills (verbal and written)
* Strong Excel and PowerPoint skills

**What you’ll get:**

All full-time the Ad Council employees are eligible for:

* Health: Ad Council provides private medical, dental and vision insurance for humans, insurance for your pets, health savings benefits, plus reimbursement toward health and wellness expenses
* Growth: Eligibility to participate in generous 403(b) plan with tenure-based portfolio growth, tuition reimbursement and professional development opportunities
* Happiness: Robust and flexible time off for vacation, staycations, holidays, and parental leave along with community engagement opportunities.

**What we’re committed to:**

At the Ad Council, we value and celebrate the unique characteristics and perspectives that make each person who they are. Diversity is the foundation of our work and allows us to reimagine how we reach our audiences. It is not simply our belief, but our duty, to cultivate a team that is representative of the American people. Only then can we drive true, measurable, and life-changing impact on the most important issues facing our country today.

The Ad Council is an Equal Opportunity Employer. Qualified applicants will be considered for employment without regard to race, creed, color, citizenship status, religion, sex, sexual orientation, gender identity, marital status, age, national origin, genetic information, status as an individual with a disability, status as a protected veteran or any other legally protected status.

The Ad Council invites all qualified interested applicants to apply for career opportunities. If you are a person with a disability and need a reasonable accommodation for any part of the application or hiring process, please submit your request through one of the following methods listed below.

**How to reach us:**

To apply online: <https://www.adcouncil.org/Working-With-Us/Join-Us>

Email: ([careers@adcouncil.org](mailto:careers@adcouncil.org))

Fax (212) 922-1676

or

Ad Council

Attn: Talent Team

815 2nd Avenue, 9th Floor

New York, NY 10017