

Job Title:	Planning Executive	Function:	Marketing, Communications & Fundraising
Reports To Manager:	Senior Performance Marketing Manager	Job Family:	Support & Professional
Date:	January 2025	Band:	4
Purpose: Coordinate and support the development, implementation, and monitoring of integrated marketing plans and schedules to align with our purpose of keeping people and pets together when times are tough. Working across all plans to ensure consistency of message to our audiences			
Responsibilities		Performance Measures	Organisational Skills & Values
<ul style="list-style-type: none"> Support and coordinate the development and implementation of marketing plans across all channels, ensuring campaigns are delivered to plan in an integrated way Act as a central point of coordination, maintaining clarity and structure across multiple teams and stakeholders to ensure seamless planning of marketing activities. Collaborate with external agencies, suppliers, and partners to ensure planned marketing activities are realistic, well-coordinated, and supported by robust planning and risk mitigation strategies. Monitor the allocation of resources (e.g. budgets and external agency involvement) to ensure campaigns are delivered effectively. Work closely with internal teams to ensure marketing plans are cohesive and integrated, considering audience experience. Track progress against marketing plans, identifying potential risks or delays and proactively suggesting solutions. Use performance data and insights to inform planning decisions and ensure future campaigns are optimised for success. Co-ordinate post-campaign reporting meetings with various stakeholders, including ROI and effectiveness evaluations, to inform future strategies/recommendations Provide regular updates to the Senior Performance Marketing Manager, offering clear visibility into project timelines, milestones, and outcomes. Compliance with all PDSA policies and procedures 		<ul style="list-style-type: none"> Achievement of marketing campaign objectives and KPIs Timely and effective execution of marketing plans Operate in line with departmental SLA's 	<ul style="list-style-type: none"> Head and Heart Better together Passion with purpose Planning and organising Acting commercially Leading Effectively
		Dimensions	Role-specific knowledge & skills
		<ul style="list-style-type: none"> Direct Reports: 0 Indirect Reports: 0 Budget: N/A Internal Contacts: MCF External Contacts: Agencies, Partners, Suppliers 	<p>Essential</p> <ul style="list-style-type: none"> Demonstrable experience in marketing campaign planning and support Strong attention to detail to ensure accuracy in plans and schedules. Strong analytical skills with the ability to interpret data Proficiency in planning marketing tools and platforms <p>Desirable</p> <ul style="list-style-type: none"> Familiarity with fundraising strategies and donor engagement Experience with data analytics tools
Approved By: People Operations		Date: January 2025	

