

JOB DESCRIPTION

JOB TITLE:	Campaign Manager
CONTRACT:	Permanent, Part Time (21 hours per week) <i>*Working pattern to be discussed and agreed</i>
ORGANISATION:	Royal Life Saving Society UK (RLSS UK)
DEPARTMENT:	Income Generation and Engagement
LOCATION:	RLSS UK Head Office, Worcester/Hybrid
REPORTS TO:	Senior Head of Communications and Marketing
SALARY:	£33,504.00 (Grade C) <i>*Pro-rata for Part Time Hours</i>

ABOUT RLSS UK

The Royal Life Saving Society UK (RLSS UK) is the leading charity for water safety and drowning prevention in the UK and Ireland. Our mission is to save lives by being the leader in lifesaving, lifeguarding, and water safety education, so everyone can enjoy water safely. We share our expertise, skills, and knowledge to empower people to enjoy water safely and achieve our vision: communities free from drowning.

JOB PURPOSE

The Campaign Manager will lead RLSS UK's flagship national campaigns, ensuring they are insight-driven, behaviour-changing, and capable of empowering communities to stay safe around water.

Working collaboratively across the organisation and with external partners, you will create compelling, impactful campaigns that raise awareness, shift behaviours, elevate water safety standards, and bring our mission to life for millions of people.

This role is central to how RLSS UK educates, influences, and protects communities across the UK and Ireland.

ROLE OVERVIEW

From honing our campaign strategy to sparking collaborations with external organisations and delivering creative and engaging content, you'll be a key player in shaping how RLSS UK and our work are seen by the public and partners.

You will lead the development and delivery of impactful, insight-driven campaigns that increase public awareness of both RLSS UK and the importance of water safety, share

the skills and knowledge needed to prevent drowning, and engage and educate diverse audiences to amplify RLSS UK's mission. Working closely with colleagues across marketing and communications, policy and public affairs, education, and membership, you will create compelling campaigns that inspire action, strengthen our brand presence, and educate.

You will collaborate with partners, members, stakeholders, supporters, and media outlets to ensure RLSS UK remains a trusted national voice in water safety. Through strategic storytelling, public mobilisation, and cross-channel campaign delivery, your work will help influence behaviours, shape understanding, and ultimately reduce accidental drownings.

KEY TASKS AND RESPONSIBILITIES

Campaign Leadership

- Lead, develop, and deliver RLSS UK's major national public campaigns, including:
 - Drowning Prevention Week
 - Don't Drink and Drown
 - Splash Safely at Home
 - Project manage the end-to-end- delivery of multichannel campaigns (digital, print, PR, in-person events,- and partner channels).
- Ensure all campaigns are insight-led, supported by relevant data and evidence, designed to be inclusive and accessible, and effectively reach audiences at higher risk of drowning.
- Support public-facing communications for policy and public affairs, including web, email, and social channels.
- Contribute to organisation-wide planning, ensuring campaigns support fundraising, education, and membership goals where appropriate.
- Develop end-to-end campaign journeys for supporters, partners, and stakeholders who engage with or pledge support, to deepen involvement, encourage advocacy, and maximise long-term impact.
- Work proactively across internal directorates to co-create and deliver campaigns that maximise reach, effectiveness, and impact.
- Conduct audience and stakeholder mapping for each campaign to identify priority groups, collaboration opportunities, and the most effective channels, partners, and messengers to maximise reach and impact.
- Ensure every campaign has a documented project plan, agreed before launch, with defined objectives, timelines, roles, and KPIs.

Creative Development & Content

- Produce engaging, accessible, and inclusive content that resonates with diverse audiences and consistently adheres to RLSS UK brand guidelines.
- Lead creative development, case study sourcing, storytelling, celebrity/influencer engagement, and campaign assets.

- Drive user-generated content as a core engagement strategy, encouraging partners, members, and the RLSS UK community to share stories, visuals, and experiences that support campaign objectives.

Partnerships & Collaboration

- Build strong partnerships with communities and organisations, including emergency services, sports bodies, youth groups, and local authorities, to amplify campaign reach and impact.
- Support the participation of people with lived experience in campaigns, including bereaved families, with care and tact, ensuring authentic and meaningful involvement.
- Proactively identify and develop new partnerships, influencer and celebrity relationships to expand the reach, engagement and impact of each major campaign.

Delivery & Campaign Operations

- Oversee campaign production schedules, asset development, and delivery across all channels.
- Maintain campaign budgets and align spending with goals.
- Develop and maintain campaign-specific brand guidance to support consistent use of RLSS UK messaging, tone of voice, and visual identity across all channels and audiences.
- Create and manage campaign packs for partners that set clear requirements for the correct use of the RLSS UK name, assets, messaging, and attribution, ensuring consistent representation across all partner activity.
- Ensure all campaign activity is consistent with RLSS UK brand guidelines, inclusive and accessible, on-brand, compliant, and aligned with RLSS UK's strategic priorities.
- Ensure all campaign materials are reviewed and approved in line with RLSS UK brand governance processes prior to public launch.

Evaluation & Reporting

- Set clear campaign KPIs and monitor performance using robust, insight-driven metrics.
- Provide regular reporting on campaign reach, engagement, outcomes, and contribution to reducing drowning risk.
- Complete post-campaign evaluations within agreed timeframes, identifying clear, actionable recommendations to inform continuous improvement across future campaigns.
- Use campaign evaluations, performance data, and insight to drive measurable year-on-year improvement in campaign outcomes, applying learning consistently to improve reach, engagement, and impact.

OTHER DUTIES & RESPONSIBILITIES

- All other duties reasonably associated with your role, as directed by the Line Manager.
- Ensure compliance with UK GDPR and the Data Protection Act 2018 by complying with internal information governance policies and maintaining up-to-date documentation as part of RLSS UK's compliance programme.
- To demonstrate and uphold the Society's values and behavioural standards at all times.
- To help create an inclusive working environment where diversity is valued, everyone can contribute, and everyday actions ensure we meet our duty to uphold and promote equality.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of areas of activity and responsibility and will be amended in light of the changing needs of the organisation.

PERSON SPECIFICATION

Essential Relevant Experience, Skills and/or Aptitudes

- Proven experience in delivering multi-channel public campaigns
- Strong project management skills
- Ability to analyse insight and use data and evidence to translate learning into a campaign strategy
- Excellent written and verbal communication skills
- Ability to collaborate across teams and with external partners
- Experience managing content development
- Understanding of how campaigns influence behaviour and public awareness
- Ability to create simple, compelling messaging and narratives from complex information
- Budget management experience

Desirable Relevant Experience, Skills and/or Aptitudes

- Experience of behaviour change campaigns
- Experience working with education charities, emergency services, or safety organisations
- Experience developing campaigns involving lived experience
- Ability to work collaboratively with senior stakeholders and celebrities