

Project Manager – Brand & Marketing Integration Workstream

Role Purpose

As a Project Manager, you will lead the successful delivery of Brand and Marketing integration initiatives across the Society and trading groups, working across multiple business functions and transformation activities. You will bring strong project management and Marketing capability, combined with the ability to engage stakeholders, manage ambiguity and drive delivery in a fast-paced integration environment.

You will work closely with the Programme Manager and Brand & Marketing Workstream Lead to ensure alignment with wider programme objectives, governance and delivery priorities. The role will also work in close partnership with Technology, Membership, Legal, Operations and external partners to deliver business capabilities enabled through technology, data and process change.

This role is business-led rather than technical delivery focused. However, success will depend on strong collaboration with Technology teams delivering CRM, digital, data and platform capabilities that underpin the Brand and Marketing roadmap.

The role will support delivery across areas including:

- Brand transition and rollout
- CRM and customer/member journeys
- Website and digital channel integration
- Marketing governance and reporting
- Customer and member communications
- Supplier and agency coordination
- Channel consolidation and optimisation
- Marketing effectiveness and measurement
- Community and member engagement initiatives

Key Responsibilities

Programme & Project Delivery

- Lead end-to-end delivery of Brand and Marketing projects and initiatives, ensuring alignment to agreed scope, timelines, budget and quality standards
- Coordinate delivery across multiple concurrent workstreams, teams and dependencies within the wider integration programme
- Support phased rollout planning across digital, physical and campaign assets
- Ensure delivery activities align with programme governance, milestones and integration priorities
- Manage delivery against key business outcomes, risks and dependencies

Stakeholder Management

- Engage, influence and build strong working relationships across senior stakeholders, trading groups, operational teams and third-party partners
- Act as a key coordination point between Brand, Marketing, Membership, Technology, Legal and Operational teams

- Facilitate alignment across functions where ownership, priorities or delivery responsibilities may be unclear or evolving
- Support decision-making by presenting clear recommendations, options, risks and impacts

Technology & Business Capability Delivery

- Work closely with Technology teams delivering CRM, data, website, app and reporting capabilities that enable business change
- Ensure business requirements, processes and operational needs are clearly defined and translated into deliverable outcomes
- Coordinate business readiness, testing, transition and implementation activities
- Support delivery of customer and member journey improvements across digital and operational channels
- Help bridge the gap between technical delivery teams and business stakeholders

Marketing, Branding and membership knowledge

- Ability to work with a variety of marketing teams across print and digital media
- Ability to Identify relevant data required to provide analysis on business outcomes

Governance, Planning & Reporting

- Develop and maintain detailed project plans and integrated delivery schedules
- Maintain RAID logs covering risks, issues, assumptions, decisions and dependencies
- Establish and maintain effective governance and reporting structures
- Produce clear executive updates, status reports, milestone tracking and delivery reporting
- Ensure change control and decision management processes are maintained appropriately

Financial & Supplier Management

- Manage project financials including forecasting, spend tracking and benefit realisation reporting
- Coordinate activities with agencies, vendors, suppliers and implementation partners
- Support procurement, onboarding and management of external delivery partners where required
- Monitor delivery performance against agreed commercial and contractual expectations

Change, Communication & Business Readiness

- Support communication and engagement activities across impacted teams and stakeholders
- Ensure effective communication across all levels, translating complex concepts into clear, actionable updates
- Coordinate business readiness activities to support successful adoption and operational continuity
- Support embedding of new ways of working, governance and operational processes

What We're Looking For

We are looking for someone who can bring:

- Strong project management and delivery experience within complex business transformation or integration programmes
- Experience working across Brand, Marketing, CRM, Digital or Customer-focused initiatives
- Ability to excel in a dynamic environment, manage ambiguity, shifting priorities and evolving operating models
- Strong stakeholder management and influencing capability across multiple seniority levels
- Experience coordinating cross-functional delivery involving Technology and business teams
- Strong organisational, governance and reporting skills
- Commercial awareness and experience managing budgets, suppliers and delivery partners
- Confidence operating in fast-paced environments with multiple dependencies and competing priorities
- Strong communication skills, with the ability to simplify complexity and drive clarity
- A pragmatic and delivery-focused mindset with strong attention to detail

Essential experience

- The ability to translate high level briefs into actionable project briefs and deliverables.
- Demonstratable understanding of the different functions of marketing such as design, media, social etc
- Demonstratable understanding of branding including brand marketing, print design, print mediums, POS etc
- The ability to collate, analyse data to support proposals and reports
- Needs a strong understanding of marketing terminology, agency processes and principles

Desirable Experience

- Experience within retail, membership, customer or multi-brand environments
- An agency background
- Experience delivering CRM, digital or customer journey transformation initiatives
- Exposure to integration, merger or organisational change programmes
- Understanding of governance, operating model and business readiness activities
- Experience working alongside agile and technology delivery teams

Success Measures

Success in this role will typically be measured through:

- Delivery of agreed milestones and integration outcomes
- Effective management of cross-functional dependencies and risks
- Quality and consistency of governance and reporting

- Stakeholder confidence and engagement
- Smooth implementation of new business capabilities and processes
- Delivery of measurable operational, customer and member benefits
- Reduced delivery friction across teams and functions