



JOB TITLE: Campaign Manager

CONTRACT TERM: Permanent

LOCATION: ABBA Voyage Arena/Head office (central London)

REPORTING TO: Marketing Director, London

HOURS: Full-time

ABOUT US:

ABBA Voyage is a concert like no other, blending cutting-edge creativity, spectacular lighting, and some of the most beloved songs ever written. Since the custom-built arena opened in May 2022, the show has been astounding and delighting thousands of visitors from across the world. We are looking for talented and passionate individuals to join our world-class team. This is a rare opportunity to be part of something truly iconic and really make your mark. If you'd like to take your career to the next level, we'd love to hear from you!

See what audiences have been saying about the show [here!](#)

ROLE OVERVIEW:

We are seeking a Campaign Manager who is both commercially minded and a creative thinker to lead the planning, development and delivery of integrated marketing campaigns across paid, owned and earned channels.

The Campaign Manager will oversee campaigns from concept through to execution and evaluation, ensuring activity aligns with brand objectives, engages target audiences and delivers measurable business results. This role requires a strong balance of strategic thinking, creativity and operational excellence. An agile and adaptable approach will be key, with the ability to respond quickly to changing priorities, emerging opportunities and real-time campaign performance.

The successful candidate will be capable of generating compelling campaign ideas and translating them into impactful marketing activity. Working closely with internal stakeholders, the incumbent will manage external agencies and a campaign executive to ensure campaigns are delivered seamlessly and to a consistently high standard.

KEY ROLES AND RESPONSIBILITIES:

Campaign Strategy & Management

- Support the planning and lead delivery of integrated marketing campaigns from briefing through to execution and post-campaign evaluation.
- Write and develop clear creative briefs that inspire strong campaign ideas and effective execution.
- Work with internal stakeholders and external agencies to generate innovative and insight-led campaign ideas that capture attention, drive engagement and support commercial performance.
- With our agency partners, manage campaign timelines, workflows and approvals to ensure activity is delivered efficiently and effectively.
- Adapt campaign activity in response to audience insights, business priorities, cultural moments and performance data to maximise effectiveness, adjusting plans and priorities to respond to business needs and emerging opportunities.
- Coordinate internal stakeholders and external partners to maintain alignment across all campaign activity.

Media Planning & Buying

- Manage media planning and buying across TV, digital, social, out-of-home, print, radio, partnerships and other relevant channels working closely with media agencies and partners to optimise spend, targeting and channel performance.
- Evaluate campaign effectiveness and refine media strategies to maximise impact and return on investment.
- Identify new media opportunities, partnerships and channels that strengthen campaign performance.



PR & Communications

- Manage campaign-related PR activity with the PR agency ensuring alignment with broader campaigns.
- Support the development of press releases, launch plans, media opportunities, onsite events and storytelling initiatives.
- Monitor coverage and evaluate the effectiveness of PR activity.

Social Media & Content

- Oversee campaign-related social media activity to ensure alignment with wider marketing objectives.
- Collaborate with internal teams and agencies to develop engaging campaign content and content calendars.
- Monitor performance, audience engagement and emerging trends to inform optimisation.
- Identify influencer, creator and partnership opportunities that support campaign objectives.

Performance & Reporting

- Define campaign objectives, KPIs and measures of success.
- Monitor, analyse and report on campaign performance across channels.
- Use data, audience insight and campaign learnings to improve future activity.
- Manage campaign budgets responsibly and ensure effective allocation of resources.

ABOUT YOU:

Experience & skills:

- Proven experience in campaign management (preferably in the live entertainment or adjacent)
- Strong experience delivering integrated campaigns across paid, owned and earned channels.
- Experience managing media planning and buying.
- Experience overseeing creative development and working with agencies or creative partners.
- Strong understanding of PR, social media and content marketing.
- Demonstrated ability to generate creative campaign ideas and translate them into effective execution.
- Excellent project management skills, with the ability to manage multiple priorities simultaneously.
- Strong analytical and reporting skills, with experience evaluating campaign performance.
- Excellent communication and stakeholder management skills.

Key competencies

- Creative, curious and commercially minded.
- Strong storyteller with an instinct for engaging audiences.
- Proactive, adaptable and solutions focused.
- Collaborative and confident working across multiple stakeholders.
- Comfortable navigating ambiguity and shifting priorities while maintaining momentum and attention to detail.

WHAT'S IN IT FOR YOU:

- The opportunity to contribute to a truly unique live entertainment experience
- Competitive salary and bonus scheme
- 6% matching pension contributions
- 10 complimentary tickets to the show every year
- Health Care Cash Plan, EAP and retail discounts

HOW TO APPLY:

Please send an up-to-date CV and a short cover letter to jobs@abbavoyage.com

DIVERSITY AND INCLUSION STATEMENT

Here at ABBA Voyage, we strive to be a business where difference is valued and everyone is able to thrive in a culture of equality, inclusion and belonging. We are committed to providing a truly inclusive environment that reflects today's society, where everyone is able to bring their true selves to work, and where diverse voices and backgrounds are valued, heard, and well-represented.



ABBA Voyage welcomes applications from all sections of society. We are committed to equal employment opportunities regardless of race, religion, or belief, ethnic or national origin, disability, age, citizenship, marital, domestic, or civil partnership status, sexual orientation, gender identity or any other basis as protected by applicable law. If you have a disability or additional needs that require accommodation, please do not hesitate to let us know at the point of application.

BE YOUR BEST STATEMENT

We want everyone to make the most of the opportunity to shine and showcase their talents, so we are happy to make adjustments in the recruitment process so you can be your best! Please don't hesitate in discussing any specific requirements with us, or if you would feel more comfortable, you can email us confidentially at peopleteam@abbavoyage.com to let us know how we can support you.