

Role Profile Form	
Position Title:	Campaign Manager (Customer Acquisition)
Reports To:	Head of Customer Acquisition
Overall Job Purpose:	Recruit budgeted new customers to file within budget spend and ROI. Manage all aspects of campaign planning, creative execution, set up and implementation to ensure on-time delivery, accurate test execution and cost management.
Key Responsibilities:	<ul style="list-style-type: none"> • Optimise Averys and various Laithwaites Business Partner acquisition channels (DM, Inserts, Telemarketing, OTP, Product Despatch, Email, Web) to achieve budgeted recruits • Develop, manage and execute acquisition campaigns for the Averys brand and various Laithwaite's Business Partners across off and online channels • Manage marketing budget and forecast – both performance and spend – optimising campaign plans based on historical performance. Understand & allocate spend between channels • Provide detailed reporting and analysis of campaign performance both upfront and as part of customer lifetime development • Responsible for customer profitability through improvements in customer journey and conversion • Analyse and measure customer lifetime value, campaign data and results to inform future budgeting • Identify the need for and implement strategic data, format, proposition and creative tests across all channels, plus subsequent measurement of test results and roll out • Manage and develop existing commercial Laithwaite's Business Partner accounts to plan and secure existing and new contact channels to deliver budgeted recruits • Support the New Business Development Manager to build and negotiate new commercial and reciprocal partnerships • Expand and grow media channels in order to devise new opportunities to attract new customers • Manage all aspects of campaign set up and execution to ensure on-time delivery, accurate test execution and acceptable cost structure • Work efficiently with external media and creative agencies in order to execute campaign activity • Identify and implement process improvements to enhance results, improve profitability and gain efficiencies • Work closely with key internal areas including Customer Marketing, Merchandising, Finance, Production, Legal and Customer Service
Qualifications /	

Direct, Wines

Experience:	<ul style="list-style-type: none">• Educated to degree level or equivalent depending on direct marketing experience• Significant multi-channel direct marketing experience – incl. Direct Mail, Email, Off The Page & Inserts• Budgeting and forecasting experience• Good understanding of ROI and LTV• Commercial Partnership management experience
Personal Qualities and Skills:	<ul style="list-style-type: none">• Excellent organisational skills and strong analytical skills• Accuracy and attention to detail critical• Excellent communication (verbal and written) and influencing skills• Self starter• A proven team player• Results oriented, pro-active and self-motivated work style• Ability to effectively manage multiple projects and changing priorities in a fast paced environment
Remuneration:	Competitive plus excellent benefits package