

Role Profile Form	
Position Title:	Campaign Manager (Customer Marketing)
Reports To:	Customer Marketing Manager
Overall Job Purpose:	Develop, manage and execute customer marketing campaigns across multiple brands
Key Responsibilities:	<ul style="list-style-type: none"> • Responsible for managing and executing customer marketing campaign activity (catalogue mailings, letters, and reactivation mailings) on time and within budget. • Responsible for achieving the campaign budgets, and manage forecasts for the aforementioned activities. • Manage all elements of campaign activity and tests, from planning and briefing, collating feedback from the business, through to sign off and detailed performance analysis. • Producing weekly campaign results reporting, and monthly product performance summaries (key highs and lows). • Responsible for the analysis of campaign activity in order to optimise product, price, proposition, creative, incentives and format. • Build and execute robust testing strategies to expand universe and/or improve performance through detailed P&L's and supporting analysis. • Identify and implement process improvements to enhance results, improve profitability and gain efficiencies. • Responsible for the execution of segment trigger based contacts in accordance with the commercial marketing brief. • Work efficiently with internal and external creative teams in order to execute campaign activity within brand guidelines. • Work closely with the internal merchandising team to ensure offers are relevant to segments. Revenue, profit and response to be viewed as key KPI's. • Responsible for liaising with the relevant departments to ensure all campaigns are communicated effectively across both offline and online channels • Work closely with key internal areas including Recruitment Marketing, Finance, Digital, Creative, Production, Legal and Customer Service. • Other administrative duties relating to customer marketing

Direct, Wines

	activity.
Qualifications:	Essential <ul style="list-style-type: none"> • Educated to Degree level or equivalent
	Desirable <ul style="list-style-type: none"> • Marketing or Business Qualification
Experience:	Essential <ul style="list-style-type: none"> • Extensive direct marketing experience • Strong analytical skills, experience in campaign performance reporting and building P&L's • Traditional direct response campaign management
	Desirable <ul style="list-style-type: none"> • Experience with budgeting and forecasting
Personal Qualities and Skills:	<ul style="list-style-type: none"> • Flexible and an ability to handle multiple tasks simultaneously • Good communicator and decision maker within and outside of the business • Numerate with an ability to analyse data; results oriented • Pro-active and self-motivated work style • Excellent attention to detail • Highly organized • Good Excel skills • Team player
Remuneration:	Competitive plus excellent benefits package