

# DIRECT WINES

## Direct Wines Role Profile

<b>Position Title</b>	Commercial Marketing Manager (Customer Marketing)
<b>Reports To</b>	Head of Customer Marketing
<b>Overall Job Purpose</b>	<p>Work with internal telemarketing team and external vendors to maximise income via outbound telemarketing to both existing and new customers.</p> <p>Manage outbound telemarketing data selects focusing on how we improve the quality and performance of data supplied.</p> <p>Manage outbound activity in the context of the overall customer contact strategy ensuring we are contacting the right customers with the right offers at the most appropriate time.</p>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>• Responsible for achieving the budgeted revenue, revenue per customer (RPC), and contribution (profit) numbers by customer segment through the management of <b>all outbound telemarketing activity</b> (including recruitment outbound telemarketing campaigns).</li><li>• Monitor performance of in-house and external OB teams and review with Head of Customer Communications to resolve any issues arising.</li><li>• Responsible for ensuring outbound activity is incremental and complementary as part of the wider contact strategy.</li><li>• Work closely with the Customer Marketing team to support and drive sales from print and digital marketing campaigns</li><li>• Work closely with Recruitment Marketing team to maximise recruitment of lapsed customers via outbound telemarketing</li><li>• Responsible for defining the offer strategy by segment in partnership with the rest of the commercial marketing team.</li><li>• Work closely with Marketing Analytics to complete the monthly outbound telemarketing data selections brief to optimise profitable penetration of available data.</li><li>• Responsible for briefing internal and outsourced outbound managers and work closely with them when distributing and managing use of data across the teams.</li><li>• Responsible for coordinating outbound and inbound team briefings.</li><li>• Responsible for providing weekly performance report on sales, contacts and data usage plus ad hoc test activity, results and analysis of activity to determine strategy for future campaigns</li><li>• Budgeting and campaign forecasting.</li></ul>

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	<ul style="list-style-type: none"><li>• Define the strategy for promoting the personal wine advisor service across all channels i.e. online, in print, via email – work with marketing and digital team to implement.</li><li>• Responsible for working in partnership with outbound, merchandise and data analytics in order to establish product trends and requirements in order to further optimise and support the outbound campaigns through improved product offers.</li><li>• Responsible for producing the outbound telemarketing budgets for Recruitment, Reactivation and Upgrade campaigns, and providing support to the outbound department head during budgeting to ensure targets are aligned.</li><li>• Responsible for the subscription upgrade strategy and monitoring penetration and incremental uplift across segments.</li><li>• Work closely with the other Commercial Marketing Managers to ensure key projects within marketing are progressed and communication maintained across the team.</li><li>• Loading of campaigns and pulling reports from the Global Marketing System (GMS)</li></ul>
<b>Qualifications</b>	<p>Essential</p> <ul style="list-style-type: none"><li>• Educated to Degree level or equivalent</li></ul> <p>Preferred</p> <ul style="list-style-type: none"><li>• Marketing or Business Qualification</li></ul>
<b>Experience</b>	<p>Essential</p> <ul style="list-style-type: none"><li>• Extensive marketing or commercial business experience</li><li>• Extensive experience working with and managing internal and external telemarketing teams and data selections.</li></ul>
<b>Personal Qualities and Skills</b>	<ul style="list-style-type: none"><li>• Flexible and an ability to handle multiple tasks simultaneously</li><li>• Good communicator within and outside of the business</li><li>• Numerate with an ability to analyse data</li><li>• Excellent attention to detail</li><li>• Highly organized</li><li>• Good Excel skills</li><li>• Team player</li></ul>