

# DIRECT WINES

<b>Direct Wines Role Profile</b>	
<b>Position Title</b>	Customer Acquisition Digital Campaign Manager
<b>Reports To</b>	Head of customer acquisition
<b>Overall Job Purpose</b>	<ul style="list-style-type: none"><li>• Responsible for managing, all customer acquisition marketing opportunities across all digital channels in order to achieve digital recruitment targets in accordance with long-term profitability</li><li>• To work with the head of customer acquisition in developing and exploiting the online customer acquisition programme to future proof the business</li></ul>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>• Strategic planning, management and budgeting of all digital marketing activity to achieve our recruitment numbers at the required CPR targets.</li><li>• To maximise quality recruits through the Laithwaites Wine, Sunday Times Wine Club, Telegraph Wine Club, Averys and BA websites via the most profitable routes</li><li>• To manage the implementation of all digital recruitment campaigns – including briefing and liaising with production, creative services, customer services, the web selling team and wine merchandising to ensure each campaign is timely, error free and communicated and understood (where necessary) across the business</li><li>• To manage (internally or externally) the PPC bid management of all campaigns</li><li>• To manage the relationship with the affiliate agency and ensure the affiliate programme is maximised through balancing the offer and quality of recruits from this channel</li><li>• Management of all new customer recruitment email campaigns working with both internal and external stakeholders</li><li>• To manage all other digital recruitment channels and explore new opportunities in order to continue expanding the digital recruitment mix</li><li>• Provide detailed analysis and reporting of campaign performance both upfront and as part of customer lifetime development</li><li>• Setup and maintenance of Digital recruitment Marketing</li></ul>

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	<p>campaigns into the Global Marketing System (GMS)</p> <ul style="list-style-type: none"> <li>To work closely with the Online Manager to improve the experience, conversion and profitability of all new visitors to the UK websites.</li> </ul>
<b>Qualifications</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Educated to degree standard or equivalent depending on experience</li> </ul>
<b>Experience</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>Significant digital marketing experience in a direct to consumer sales environment</li> <li>Relevant experience in strategic management and planning of digital marketing</li> <li>Proven ability to make good strategic and tactical decisions</li> </ul> <p><b>Preferable</b></p> <ul style="list-style-type: none"> <li>Experience of working in a multi-channel direct consumer environment with experience of offline media</li> <li>Wine knowledge</li> </ul>
<b>Personal Qualities and Skills</b>	<ul style="list-style-type: none"> <li>Excellent attention to detail</li> <li>Good organisational skills and the ability to multitask</li> <li>Initiative; able to work independently as well as within a team</li> <li>Good commercial awareness</li> <li>Strong communication skills</li> <li>Excellent time management skills</li> <li>Works well under pressure</li> <li>Ability to deliver to a brief</li> <li>Retail/eCommerce background</li> </ul>
<b>Salary</b>	Competitive Salary with excellent company benefits.
<b>Date Reviewed</b>	December 15