

# DIRECT WINES

## *Direct Wines Role Profile*

<b>Position Title</b>	Head of Customer Recruitment
<b>Reports To</b>	UK Marketing Director
<b>Overall Job Purpose</b>	<ul style="list-style-type: none"><li>• Develop the customer acquisition strategy that will deliver budgeted volumes, revenue and ROI</li><li>• Optimise the return on marketing investment across multiple products and media channels</li><li>• Help move the business on-line by creating and delivering an effective digital customer acquisition strategy</li><li>• Manage and optimize the relationship with all existing Business Partners.</li><li>• Work with New Business Development manager to identify convert and develop new Business Partners</li></ul>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>• Set and deliver the customer acquisition budget and ROI, Laithwaites, The Sunday Times Wine Club plus other business partners.</li><li>• Develop a customer recruitment plan across DM, DRTV, Off the Page, Inserts, telemarketing and Digital</li><li>• Use modelling techniques to test and optimise marketing effectiveness and budget expenditure</li><li>• Build digital channels to become a core driver of customer recruitment through testing and innovating new offers, creatives and mechanics suited to the channel.</li><li>• Develop and maintain an in depth understanding of the market and competitor activity.</li><li>• Ensure brand integrity is maintained across the various routes to market</li><li>• Work closely with Business Partners in order to maximise customer recruitment opportunities and build mutually beneficial relationships.</li><li>• Manage external agencies and supplier relationships.</li><li>• Lead, motivate and engage a team of 5</li><li>• Build strong working relationships with internal stakeholders and colleagues in US and Australia to share learning and best practice.</li></ul>
<b>Qualifications</b>	Essential <ul style="list-style-type: none"><li>• Educated to Degree level or equivalent</li></ul> Preferred <ul style="list-style-type: none"><li>• Marketing or Business Qualification</li></ul>

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<b>Experience</b>	<p>Essential</p> <ul style="list-style-type: none"><li>• Extensive customer recruitment experience working in a direct marketing environment including online and off-line channels.</li><li>• Team management.</li></ul>
<b>Personal Qualities and Skills</b>	<ul style="list-style-type: none"><li>• Self starter who relishes a challenge and operates with drive and energy</li><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>