

Role Profile Form	
Position Title:	Campaign Manager (Customer Acquisition)
Reports To:	Head of Customer Acquisition
Overall Job Purpose:	<ul style="list-style-type: none"> 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. Develop and optimise marketing activity with new and existing business partners.
Key Responsibilities:	<p>SPECIFIC</p> <ul style="list-style-type: none"> Manage and optimise business partner marketing campaigns – including but not limited to Direct Mail, Inserts, Off-the-page advertising, emails, and digital activities. Plan and secure existing and new media channels to deliver budgeted recruits Build P&Ls to recommend activity and execute controlled offer, data, creative and format tests into a variety of media, including print, telephone and online. Work closely with business partners to ensure we are continually optimising activities and have a clear strategy for growth. Assist the New Business team with pulling together marketing plans for pitches to potential new partners. Work with the New Business Development Manager on the handover of new partners to the Marketing Team by taking ownership of the new partners and executing agreed marketing plans across all media channels in accordance with agreed marketing access to the new partner’s audience. Work closely with the Digital Acquisition Manager to ensure business partner digital activity is being optimised and working well in context of all digital activity. <p>GENERAL</p> <ul style="list-style-type: none"> Manage spend budget and performance forecast for your relevant partners and medias, 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 and campaign specific landing page

	<p>conversion</p> <ul style="list-style-type: none"> • 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. Measure test results and roll out where applicable. • 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, New Business, Production, Legal and Customer Service
<p>Qualifications / Experience:</p>	<ul style="list-style-type: none"> • Educated to degree level or equivalent depending on direct marketing experience • Significant multi-channel direct marketing experience – for example, Direct Mail, Email, Off The Page, Product Despatch, Inserts and Digital • Budgeting and forecasting experience • Good understanding of ROI and LTV • Commercial Partnership management experience
<p>Personal Qualities and Skills:</p>	<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
<p>Remuneration:</p>	<p>Competitive plus excellent benefits package</p>