

# DIRECT WINES

<b>Direct Wines Role Profile</b>	
<b>Position Title</b>	Commercial Marketing Coordinator
<b>Overall Job Purpose</b>	To be responsible for the set up and communication of marketing activities and be the main point of contact between marketing and operational teams.
<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>• Support campaign managers with the set up of their campaign liaising with the production, web, digital and system support teams. Ensure offers are correct, clear, concise and easy for customers to understand and operationally offers can be easily processed via all order channels.</li><li>• Online and offline system set up of offers on GMS, maintenance and testing of new and existing customer offers, including ensuring web images and web copy is up to date and correct.</li><li>• Prepare and distribute communications to operational teams in relation to all offers, test and activities in a relevant and timely manner.</li><li>• Provide support to wine plan and subscription activities, such as scheduling of letters and emails, system maintenance of offers, offer testing and supporting and driving new campaign initiatives.</li><li>• Be the main point of contact for various queries such as BA, Airmiles, Nectar Points enquiries, wine plan related questions, T&amp;C's and ensure that Customer Service Queries are maintained and receive appropriate responses.</li><li>• Drive and maintain strong communication links with marketing campaign managers and other key business teams to enable constructive feedback and suggest positive changes to marketing activities.</li></ul>
<b>Skills and Experience</b>	<ul style="list-style-type: none"><li>• Good knowledge and experience of Microsoft Office including Microsoft Excel and Word, together with strong PC skills.</li><li>• Previous experience in a similar role would be highly advantageous.</li><li>• Well organised with good time management skills.</li><li>• Strong proof reading</li></ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"><li>• Highly developed attention to detail, whilst multi tasking.</li><li>• Ability to balance workload whilst working to strict deadlines and remaining calm under pressure.</li><li>• Excellent communicator, able to build good inter-departmental relationships.</li><li>• Good team player, keen to learn and develop within team.</li></ul>
<b>Reviewed</b>	March 2017