

DIRECT WINES

Direct Wines Role Profile

Position Title	Senior Campaign Manager
Reports To	Head of Customer Marketing
Overall Job Purpose	<ul style="list-style-type: none">• Management and execution of campaign activity across key off-line print campaigns, Main Mailing and Postcard, on time and within budget, providing regular reporting on performance• Agreeing product, proposition and price in accordance with results, brand objectives and business objectives working closely with Merchandising, Creative, Customer Marketing and Buying teams• Defining the offer strategy in partnership with the Customer Marketing Team in order to maximise contribution and ensure effective, incremental and complementary marketing contacts
Key Responsibilities	<ul style="list-style-type: none">• Responsible for creating and achieving the campaign budgets and manage forecasts for the Main Mailing and Postcard.• Manage all marketing elements of campaign activity and tests, from planning and briefing teams with marketing requirements, through to proofing and sign off and providing detailed campaign performance analysis• Ensure all Main Mailing campaigns are set up correctly on GMS and responsible for ensuring that any changes are updated, are accurate and reflect the appropriate business decisions• Managing and developing the marketing operations team (3 direct reports) who are responsible for setting up all campaign marketing activity across both offline and online channels• Working in partnership with Merchandising and Creative teams in order to establish product trends and requirements by segment and providing the campaign marketing team with the associated recommendations for implementation• Work closely and build strong working relationships, with key internal & external stakeholders, including Recruitment Marketing, Finance, Digital, Creative, Production, Legal and Customer Service• Producing weekly campaign results reporting and monthly product performance summaries• Attending meetings across the business to ensure feedback from stakeholders and customers is applied to future campaigns• Responsible for providing weekly performance reporting on sales, results and analysis of activity to determine strategy for future campaigns• Work closely with the all other campaign managers to assist with campaign production and ensure all activity reflects the proposed budget

DIRECT WINES

	<ul style="list-style-type: none">• Manage incentive plan and work closely with Merchandising and Marketing teams to ensure budget expectations are achievable.• Pro-actively seek out and propose new ideas and initiatives to improve customer engagement, enhance business processes and creative execution• Work with legal team to ensure compliance on all marketing activities – offers and promotion wording, T&C's etc.• Working with the other customer marketing managers to develop a robust testing programme, assist with the collation and analysis of results and the presentation of test outcomes to marketing, commercial team members and the Leadership team• Work closely with the other customer marketing managers to ensure key projects within marketing are progressed and communication maintained across the team.
Qualifications	Desirable <ul style="list-style-type: none">• Marketing or Business qualification
Experience	Essential <ul style="list-style-type: none">• Extensive direct marketing experience• Experience working within a customer marketing environment• Experience of budgeting and forecasting marketing campaigns• Traditional direct response campaign management
Personal Qualities and Skills	<ul style="list-style-type: none">• Flexible with an ability to handle multiple tasks simultaneously• Good communicator within and outside of the business• Strong analytical skills and experience with campaign performance and reporting• Excellent attention to detail• Highly organized• Good Excel skills• Team player
Author	Margot Weymouth
Date	September 2018