

<b>Role Profile Form</b>	
<b>Position Title:</b>	Campaign Manager (Customer Marketing)
<b>Reports To:</b>	Customer Marketing Manager
<b>Overall Job Purpose:</b>	Develop, manage and execute customer marketing campaigns across multiple brands
<b>Key Responsibilities:</b>	<ul style="list-style-type: none"> <li>• Responsible for managing and executing customer marketing campaign activity (catalogue mailings, letters, and reactivation mailings) on time and within budget.</li> <li>• Responsible for achieving the campaign budgets, and manage forecasts for the aforementioned activities.</li> <li>• Manage all elements of campaign activity and tests, from planning and briefing, collating feedback from the business, through to sign off and detailed performance analysis.</li> <li>• Producing weekly campaign results reporting, and monthly product performance summaries (key highs and lows).</li> <li>• Responsible for the analysis of campaign activity in order to optimise product, price, proposition, creative, incentives and format.</li> <li>• Build and execute robust testing strategies to expand universe and/or improve performance through detailed P&amp;L's and supporting analysis.</li> <li>• Identify and implement process improvements to enhance results, improve profitability and gain efficiencies.</li> <li>• Responsible for the execution of segment trigger based contacts in accordance with the commercial marketing brief.</li> <li>• Work efficiently with internal and external creative teams in order to execute campaign activity within brand guidelines.</li> <li>• Work closely with the internal merchandising team to ensure offers are relevant to segments. Revenue, profit and response to be viewed as key KPI's.</li> <li>• Responsible for liaising with the relevant departments to ensure all campaigns are communicated effectively across both offline and online channels</li> <li>• Work closely with key internal areas including Recruitment Marketing, Finance, Digital, Creative, Production, Legal and Customer Service.</li> <li>• Other administrative duties relating to customer marketing</li> </ul>

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	activity.
<b>Qualifications:</b>	Essential <ul style="list-style-type: none"> <li>• Educated to Degree level or equivalent</li> </ul>
	Desirable <ul style="list-style-type: none"> <li>• Marketing or Business Qualification</li> </ul>
<b>Experience:</b>	Essential <ul style="list-style-type: none"> <li>• Extensive direct marketing experience</li> <li>• Strong analytical skills, experience in campaign performance reporting and building P&amp;L's</li> <li>• Traditional direct response campaign management</li> </ul>
	Desirable <ul style="list-style-type: none"> <li>• Experience with budgeting and forecasting</li> </ul>
<b>Personal Qualities and Skills:</b>	<ul style="list-style-type: none"> <li>• Flexible and an ability to handle multiple tasks simultaneously</li> <li>• Good communicator and decision maker within and outside of the business</li> <li>• Numerate with an ability to analyse data; results oriented</li> <li>• Pro-active and self-motivated work style</li> <li>• Excellent attention to detail</li> <li>• Highly organized</li> <li>• Good Excel skills</li> <li>• Team player</li> </ul>
<b>Remuneration:</b>	Competitive plus excellent benefits package