

Role Profile	
Position Title	Marketing Manager - Gifts
Reports To	Head of Gifts
Overall Job Purpose	<p>The role will be responsible for all marketing campaigns, creative and strategies. They will be accountable for achieving revenue targets through multiple campaigns throughout the year. The role is accountable for all customer marketing, customer recruitment and brand marketing of the Gifts proposition.</p> <p>This role will work closely with the Head of Gifts to shape the Gift Marketing strategy, working alongside other members of the Gift team, Internal teams and agencies.</p> <p>This role will play a key role in determining the creative direction of the Gifts proposition, working closely with agencies and internal teams, to develop the Gift brand</p> <p>This role is a fantastic opportunity to be a key part of an exciting area of the business as it continues to grow, develop and scale.</p>
Key Responsibilities	<ul style="list-style-type: none"> • Manage all aspects of campaign planning, creative execution, set up and implementation to ensure on-time delivery, accurate test execution and cost management. • Provide detailed reporting and analysis of campaign performance • Identify and implement strategic data, format, proposition and creative tests across all channels. Measure test results and roll out where applicable. • Ownership of promotional activity, including digital activities and liaising with relevant agencies. • Own and develop key agency relationships (creative, media, PR etc.) • Collaborate with the team to organise key events, promotions and growth strategies. • Analyse and measure campaign data and results to inform future budgeting • Take a leading role in ensuring creative consistency across all activities and that every touch point is 'on brand'.
Knowledge and Experience	<ul style="list-style-type: none"> • Educated to degree level or equivalent depending on direct marketing experience (essential) • Significant multi-channel marketing, with emphasis on digital & brand marketing and communications experience • A track record of achieving marketing campaign targets across digital and traditional channels to an agreed CPA. (essential) • Familiarity with brand management and development • Excellent excel and presentational skills (essential) • Experience of working in a fast-paced environment • Budgeting and forecasting experience • Good understanding of ROI and LTV
Personal Qualities and Skills	<ul style="list-style-type: none"> • A talent for brand oversight. Able to create marketing strategies that enhance the customer proposition

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	<ul style="list-style-type: none">• Skilled at balancing your own workload, and prioritising customers and tasks• Being a team player is essential. The small team will all work closely in all aspects of running the gifts proposition• Creative approach to problem solving• Excellent communication and interpersonal skills
Date	May 2020