

Position Title	Marketing Campaign Manager – Acquisition
Reports To	Senior Acquisition Marketing Manager
Overall Job Purpose	<p>Overall responsibility for delivering multi-channel acquisition marketing campaigns on time, on budget and on brand.</p> <p>With specific attention to strategic and transactional partnerships (such as, but not limited to, The Sunday Times Wine Club, BBC Good Food, the English Cricket Board, Vodafone and other web-platform services).</p> <p>Responsible for planning and executing Gifts marketing activity and other cross-channel acquisition campaigns.</p> <p>Supports and executes acquisition campaigns across the portfolio of branded websites, through homepage promotions, dedicated landing pages and the on-site targeting techniques.</p>
Key Responsibilities	<ul style="list-style-type: none"> • Develop, optimise, and execute multi-channel acquisition marketing campaigns across the entire brand portfolio (Laithwaites, The Sunday Times Wine Club and Averys) • Work closely with our key business partners (both strategic and transactional) in order to optimise and devise opportunities to attract new customers • Execute campaigns across all media (email, display, press advertising, direct mail, inserts, website promotions, events, competitions and more) • Work with the Senior Partnerships Manager and Head of Partnerships to deliver all acquisition-driving activity through owned, paid and partner channels • Work closely with our Brand Marketing and Merchandising teams, to implement campaigns which expand and optimise our gifts range, with a view to acquiring new customers. • 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 both upfront and as part of customer lifetime development. • Build and execute test strategies to expand universe and /or improve performance. • Work effectively with external media and creative agencies in order to deliver campaign activity. • Manage budgets and forecasts, optimising campaign plans based on historical performance. • Understand & allocate spend between channels. • Work closely with key internal stakeholders including Customer Marketing (CRM), Merchandising, Finance, Production, Legal and Customer Services • Once established, opportunity to lead, manage and develop direct report
Qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent
Experience	<ul style="list-style-type: none"> • Solid experience in a marketing role at a similar or equivalent level. • Have worked across different marketing channels and stakeholders to create brilliant and effective campaigns.

	<ul style="list-style-type: none"> • Direct to consumer marketing background together with an understanding on database marketing (ideally)
Personal Qualities and Skills	<ul style="list-style-type: none"> • Excellent relationship builder • Good commercial awareness, with budgeting and forecasting experience. • Strong communication skills and the ability to negotiate and influence. • Excellent organisational skills, with the ability to effectively manage multiple projects and changing priorities in a fast-paced environment. • A creative eye, with a passion for continually improving creative to achieve customer appeal. • Results orientated, pro-active and self-motivated work style. • A proven team player • Line management experience
Reviewed	July 2023
<p>Doing Things Beautifully is at our core. We are an equal opportunities employer and welcome applications from anyone regardless of race, sex, sexual orientation, religion / belief, age or disability.</p>	