

## Marketing Manager

### **Position Summary**

The Marketing Manager will be responsible for planning and managing direct mail marketing campaigns to help achieve revenue and contribution goals while optimizing promotional spend. The ideal candidate will develop and execute campaigns flawlessly, starting with effective circulation planning, all the way through to final campaign analysis. The Marketing Manager will collaborate with key stakeholders across departments, including Product Management, Campaign Operations, Print/Mail Production, Creative, and Customer Service.

### **Duties and Responsibilities**

#### **Reporting and Analysis:**

- Develop annual budget based on corporate strategy and financial goals.
- Regularly monitor direct mail campaign results and compile findings from testing.
- Provide weekly and monthly variances to budget; update forecasts based on recent trends and expectations.
- Maintain historical list results to guide execution of solid mail plans for each campaign to achieve optimal circulation, revenue, and contribution.
- Develop and maintain Excel reports to track promotional spend, fulfillment costs, and key performance metrics.
- Make sound mail strategy and offer recommendations.

#### **Campaign and Project Management:**

- Coordinate with Print/Mail Production team on key dates; create and maintain schedules to manage and meet deliverables for each campaign.
- Collaborate with Product Management team and other marketers to develop campaign plans that are aligned with corporate strategy and goals, and consistent across brands.
- Work closely with Campaign Operations and Customer Service to ensure accurate campaign set-up and execution, mail file output, and order fulfillment.

#### **Creative Development:**

- Use analytical insights to identify opportunities to improve marketing efforts through creative innovation.
- Provide clear and thorough creative direction to and seek input from copywriters and designers, allowing adequate time for artwork to be developed by the established deadline with messaging that is on point.
- Actively engage in the creative process, including developing creative briefs and kickoff documents, and providing thoughtful feedback aimed at improving creative execution and achieving forecasted response to the direct mail effort at hand.

### **Education and Experience**

- Bachelor's Degree preferred in Marketing, Business, or related profession/field.
- Minimum 3-5 years relevant experience in direct response marketing, preferably direct mail.
- Strong financial aptitude as it relates to direct marketing.
- Proficient in Microsoft Office, particularly Excel, PowerPoint, and Word
- Extensive experience using Excel as a primary tool for reporting and analysis, with ability to create reports using formulas and pivot tables

### **Preferred Qualifications**

- Highly organized individual with ability to stay on top of multiple projects that are at different stages
- Strong analytical skills, ability to evaluate campaign results and identify trends, and confidence to make recommendations based on data and other relevant factors
- Collaborator who works well with stakeholders across departments, teams, and marketing channels
- Effective communicator, both written and verbal
- Strong creative instincts and judgment
- Problem-solver, remaining calm under pressure and in the face of issues that arise
- Enthusiastic learner, eager to build expertise in direct mail strategy and tactics, and flexible and willing to adapt to changing business needs