



Example of Circulation Manager Job Description

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Our growing company is searching for experienced candidates for the position of circulation manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for circulation manager

- Responsible for 75% of TNL Total Paid Sale revenue and ARPU growth
- Work with the wider Marketing & Sales team, Editorial, Technology, Product, Audience Insight and Finance to design and deliver products, pricing and propositions for prospective audiences across the UK
- Work with the Propositions & Market Development team on pricing and propositions for prospective audiences across the UK
- Work with the Retention and Operations team to understand the quality and engagement of newly acquired subscribers
- Work with the Digital Sales team to drive online conversion for prospects looking to buy a print subscription, optimising journeys and building new journeys where needed
- Manage a team that is responsible for all creative that drives sales
- Work with the Retail team to optimise print retail channels, including developing a Key retailer programme, optimising in-store presence, reviewing and optimising bulk volumes to reduce free and lesser rate sale volumes and upselling to full paid sale
- Introduce a 'Subscriptions through Retail' channel plan working with the Retail team
- Work with the wider Marketing and Sale team and Editorial teams on key owned franchises to maximise subscription and casual sale eg Rich List, Best Places etc
- Work with the Partnerships team to create and execute a rolling promotional calendar with appropriate partners to drive subscriptions sales and casual

Qualifications for circulation manager

- Understanding of core circulation marketing principles, online and offline
- Outstanding team and stakeholder management skills, and the ability to collaborate as part of a wider multi-disciplinary team
- An efficient and flexible approach to your work, and the ability to juggle a number of projects and priorities
- Experience in marketing a subscription or newsstand product
- Prior experience managing markets and personnel in a direct sales environment preferred
- Must be expert user in Excel and Google