



Example of Circulation Manager Job Description

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Our company is looking to fill the role 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

- Work with the Digital Subscriptions Team to collaborate on a promotional marketing plan to drive overall subscriber volumes, including joint promotions, incentives, and propositions
- Work with the Digital Subscriptions team to optimise online conversion of print subscriptions across all digital sales channels
- Develop close working relationships with the various editorial teams– to create long term content marketing plans to drive subscriptions and casual sale
- Lead on forecasting and planning for marketing activity that drives UK print subscriptions and print sale
- Lead on reporting for all UK subscription and print sale performance – introduce new improved standardised reporting for daily, weekly, monthly and quarterly reports
- Own and manage the budget that drives UK print revenue
- Work with the Propositions Manager to ensure alignment of long and short term priorities within product & propositions and delivery with the TNL Product and CMP teams
- Establish strong relationships with key stakeholders in priority business units including Finance, Audience Insight, Product and Technology
- Working with Finance and Propositions and Market Development team to develop strategies that drive growth – understanding which segments of customers deliver the most value to the business in order to inform marketing and sales strategies to attract high value, desirable customers

Qualifications for circulation manager

- Ability to work in a fast-paced, high demand and ever-changing environment
- Must be able to recognize opportunity, develop plans execute
- Proven success utilizing analytical ability to affect change within a sales team
- Sales and customer service experience a plus
- A high school diploma/GED or related experience
- Sales driven with a proven track record in sales (Minimum 1-2 years of advertising or media sales experience preferred)