



Example of Direct Marketing Job Description

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Our innovative and growing company is searching for experienced candidates for the position of direct marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for direct marketing

- Provide valuable analysis on reporting deliverables and unveil performance and audience insights relevant to all stakeholders in the business – including recommendations for future improvements
- Track departmental and individual KPIs and provide weekly / quarterly / annual reports
- Ensure high client satisfaction in quality, timing, responsiveness, knowledge of the staff and overall experience
- Proactively discover industry trends and points of differentiation to assist sales teams in driving revenue
- Respond with a sense of urgency to customer and sales rep inquiries
- Be the passionate ambassador and subject matter expert for audience segmentation and targeted advertising in Canada's most exciting media company
- Coordinate the execution of Kohl's Charge and MVC marketing programs to ensure customer engagement, while driving sustainable sales
- Write direct marketing creative briefs consistent with strategic direction
- Assist in the development of grand opening, remodel, regional and brand strategies requiring direct mail support
- Coordinate Kohl's Charge related programs, such as reissue, statement inserts, credit limit increases and pre-approved mailers

Qualifications for direct marketing

- Comfortable working with BI tools, such as OBIEE, Tableau, Hyperion, Cognos
- Bachelor's degree in Business, Marketing, Finance, Economics and/or relevant professional work experience
- Understand and represent the consumer perspective, linking market research, customer information, product/service strategies and translate into achievable business results as applicable
- Results oriented individual, with senior level leadership experience proven ability to execute with excellence and demonstrated leadership in strategic initiatives and inspiring teams
- Strong people management and leadership skills, with ability to think strategically and inspire the team to deliver great work
- Be a primary contact for the team, and act as an expert internal consultant, providing advice and guidance on marketing initiatives/issues