Our growing company is looking to fill the role of direct marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for direct marketing

- Develop email marketing strategy and facilitate development and deployment using MailChimp, ConstantContact, or similar ESP
- Assist in the development and adherence to direct marketing budget
- Responsible for campaign reporting across markets
- Build customer segmentation (RFM) in CRM tool (UNICA preferred), create mail lists and transmit to vendors for deployment
- Research, evaluate, segment, and pull list selections for targeted and mass mailings
- Deliver to List Manager / Processor and/or Mailhouse and upload to the e-mail marketing system (as appropriate
- Track and analyze the resulting response using available analytical tools
- Analyze data, draw meaningful conclusions and make recommendations to Marketing and Programming teams based on data
- Partner with corporate on creative assets
- Oversees process for updating content on client-facing public websites public and access-controlled portals

Qualifications for direct marketing

- Thorough knowledge of evolving technology within the data management, laser and lettershop areas
- Keen organizational and management skills to manage the extensive detail involved in the Direct Mail production process to manage multiple and

- Strong initiative, forward thinking and relationship building with the ability to bring new ideas and concepts to the project development stages
- Strong written and verbal communication skills to enable the incumbent to clearly communicate the complexities of any project to all stakeholders within the Bank and the outside supplier
- The incumbent must use keen judgment and strong negotiation skills to select and manage the outside suppliers ensure the cooperation and assistance of all stake holders
- Technically comfortable with a good creative eye