



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. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for direct marketing

- Execute quarterly programs plans, including forecasting revenue and budget requirements, optimizing creative and mail plan strategies to drive performance
- Work with in-house Creative teams to develop cutting edge, high quality direct marketing materials
- Participate in all Direct Mail planning, production and budget meetings and discussions throughout the year
- Track and monitor all direct mail initiatives' progress to critical timelines and identify delays and solutions
- Support Donor Services group with any follow up needed to resolve donor questions/issues
- Perform administrative marketing functions for corresponding Acquisition and Renewal Mail campaigns which includes creative round reviews, creative proofs and quality control audits
- Works with Finance to process postage requests and manage mailing costs aligned with monthly campaign coding for all direct mail programs
- Manages USPS postal relationships, agreement execution and P.O
- Coordinates the distribution of monthly creative (seed) distribution and campaign specification updates during the annual planning process
- Maintain direct response materials archives via hard copy binders and digital asset management

Qualifications for direct marketing

- Keep DR Media Planner abreast of workflow, project status and due dates
- Currently working on completion of Bachelor's degree in related field (Marketing, Business Management, Retail Management)
- Willing to take on tasks big or small
- Detailed oriented individual with ability to work with numbers
- Ability to write clearly and concisely and present orally in an articulate manner