

Our client is a high-growth direct merchant of health and beauty products for its own proprietary brands. selling through catalog, direct mail, Internet, radio, TV, and magazines. We are currently seeking an experienced Director of Marketing to facilitate the growth of current and new marketing channel and building a catalog marketing channel. Candidate must have strong marketing, analysis, organizational, and communication skills as well as enjoy working in a fast-paced, high growth environment.

- Analysis: Work closely with Managing Partner to analyze marketing, merchandising, and operational metrics to optimize profitability for the company.
- Continuity Management: Assist in developing, implementation, and analysis of continuity programs to maximize net profit from order steam and life time value.
- Circulation: Assist in developing contact strategies and tactics. Measure ongoing effectiveness of contact strategies, and forecast campaign/mailling/advertising results.
- Campaign Management: Facilitate implementation of circulation strategies including coordination of printers, service bureaus, and marketing partners.
- List Management: Facilitate management and implementation of list management program.
- Merchandising: Support plans, sales forecasts, and coordination of new items with vendors.
- Media: Work closely with media vendors (print, radio, direct mail, TV) to optimize productivity of media campaigns.
- Call Center: Work with internal and external call centers to assist in maximize revenue per call.

### **Experience, Skills and Qualifications:**

#### Ideal candidate would have:

- Bachelor's Degree (BA) or equivalent from four-year college or university; or equivalent combination of education and experience.
- 5 years+ experience in managing the direct marketing functions in a multi-channel direct marketing company.
- Strong math skills with ability to analyze statistics.
- Strong computer skills.
- Requires strong attention to detail and follow through.
- Ability to multi-task, prioritize, take on responsibility and work well under deadlines.
- Must be able to work independently, and have the tenacity to research and overcome problems.