



VISIBLE RESULTS™

Smarter Retail Loyalty Marketing Solutions

Campaign Manager

An opportunity exists for a loyalty marketing focussed Campaign Manager. This job will appeal if you're a detail orientated professional with experience in setting up and executing multi-channel campaigns with a focus on eDMs.

Visible Results designs, develops and deploys member-based loyalty programs for retailers; to increase yield from their best customers through long-term relationships.

Our vision is to exceed client expectations wherever possible. As the Campaign Manager you will support the Client Services Team in managing the campaigning process.

Your responsibilities will include:

- To oversee and manage client loyalty marketing campaigning
- Program the agency's trigger & event campaign management platform, Portrait Dialogue, and workflow approval
- Develop an in depth understanding of the client's loyalty data within the database and apply for data planning, campaign planning, channel optimisation, and the identification of ongoing data-driven campaign opportunities
- Provide guidance and direction to internal departments to ensure campaigns are meeting/exceeding objectives
- Manage communication of campaign results and recommendations
- Maintain in-depth understanding of each Client's overall marketing objectives and strategies to ensure the agency's leadership position
- Participate in the strategic planning process and present marketing communication plans (internal stakeholders)

Ideally you will have:

- A minimum of 2 years experience in a campaign management role
- Experience working with at least one of the following marketing automation/campaign management platforms: Alterian, Aprimo, Infor, Neolane, Oracle (Siebel), Portrait Software, Responsys, SAP, SAS, or Unica.
- Excellent verbal and written communication skills including ability to interact professionally with internal teams and third-party suppliers
- Demonstrated project management skills to manage multiple concurrent campaigns and each to timelines, within budget, and with quality results
- Ability to manage multiple projects and resources at any given time
- Strong organisational, problem solving, and time management skills
- Effective analytical skills to interpret various forms of data, identify themes, and apply insight to identify and guide root-cause analysis of loyalty campaign performance trends

Please send your CV and Cover Letter to:

Han Le
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