

## JOB DESCRIPTION

CAMPAIGN TEAM

**Position Title:** Campaign Manager

Full Name:

**Department:** Marketing Department

**Report to:** Marketing Manager

**Supervises:** Campaign Team

### I. Job Purpose

The ideal candidate will play a pivotal role in ensuring the success of our marketing campaigns, working closely with the Marketing Manager to create, execute, and monitor campaign performance. You will be responsible for overseeing the entire campaign process, from conception to implementation, supervising members of the creative team, and ensuring that campaigns meet their objectives while adhering to organizational and regional guidelines.

### II. Key Duties and Responsibilities

- Create integrated marketing campaigns targeting specific market segments to attract new customers and drive repeat business.
- Supervise the execution, monitoring, and measurement of marketing campaigns, ensuring alignment with campaign objectives and sales targets.
- Ensure campaign implementation follows organizational guidelines and brand standards.
- Recruit and train talent, including internal teams and external agencies, to ensure successful campaign implementation.
- Compile regular reports on campaign performance and results, providing insights and recommendations for improvement.
- Utilize data and feedback from existing and previous projects to enhance future campaigns.
- Organize trade shows, exhibitions, and promotional events, including writing and proofreading marketing copy and coordinating with designers, animators, and printers.
- Collaborate with cross-functional teams, including Marketing, Sales, and Creative, to ensure cohesive campaign execution.
- Prepare monthly report for marketing manager.

### III. Requirement

- Bachelor's degree in marketing, Business Administration, or related field.
- Proven experience (3 years) in campaign management or related roles, preferably in the fashion and lifestyle retail industry.
- Strong project management skills with the ability to multitask and prioritize effectively.
- Detail-oriented with a keen eye for aesthetics and design quality.
- Ability to thrive in a fast-paced, deadline-driven environment.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams and external partners.
- Analytical mindset with the ability to interpret data and derive actionable insights.
- Proficiency in Microsoft Office suite and campaign management tools/software.

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