



enesco.

## JOB DESCRIPTION

Job Title: Direct Marketing Manager  
Department: Trade Marketing  
Reports to: Senior Director of Trade Marketing  
Revision Date: 2010

### Definition of Enesco's business:

Enesco, LLC, is a global leader in the giftware and home and garden décor industries. Serving more than 44,000 customers worldwide, Enesco distributes products to a wide variety of specialty card and gift retailers, home décor boutiques, mass-market chains and direct mail retailers. With subsidiaries in the United Kingdom, France, Canada and Hong Kong, Enesco serves markets operating in Europe, the Americas, Australia and Asia. The company's product lines include some of the world's most recognized brands including Heartwood Creek® by Jim Shore, Foundations®, Our Name is Mud®, Gund®, Boyds®, Country Artists®, Walt Disney Classics Collection®, Disney Traditions™, Border Fine Arts™, Cherished Teddies®, Trail of Painted Ponies®, and Lilliput Lane®, among others. Further information is available on the company's Web site at [www.enesco.com](http://www.enesco.com).

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### Position Summary:

The individual will have responsibility for the development and execution of direct marketing campaigns (largely email-based) to expand brand sales and ROI among targeted retailers. Working with cross-functional teams, the Direct Marketing Manager will be charged with effectively using customer lists and databases to help drive sales and increase cross-penetration by the company's US divisions.

### Essential Functions/Major Responsibilities:

- Managing in-house lists and list acquisition, overseeing list quality and ensuring proper list usage across all divisions of the company.
- Supporting the development of a list segmentation strategy across all channels of the business.
- Establishing a tracking process and monitoring campaign milestones in order to provide pre and post campaign reporting analysis.
- Utilizing database marketing knowledge to analyze program results to provide recommendations for next steps/roll-outs.

#### Experience, Competencies, and Education:

A bachelor's degree in marketing or a related field required. Additional quantitative learning desirable and a masters degree would be preferred.

The successful candidate will have at least three years experience in data-driven direct marketing, ideally with an emphasis on consumer products.

The individual will need demonstrated analytical capabilities, and a strong familiarity with direct marketing metrics, and exposure to email marketing campaigns.

Strong computer skills (especially in Microsoft Excel) will be required.

#### Physical Demands & Work Environment:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Light physical effort equal to frequent lifting or moving of lightweight materials.
- Regularly required to sit or stand, bend and reach.

#### Compensation and Benefits:

The company will offer a highly competitive compensation and benefits package.

Qualified candidates may apply via email to [resume@enesco.com](mailto:resume@enesco.com).