

## **Direct Marketing Specialist**

The Direct Marketing Specialist will focus on direct marketing campaign development and execution. This role is responsible for developing the strategies and tactics that drive business and support the brand and has day-to-day responsibility for the strategy, design, and execution of our direct marketing campaigns, specifically including email, direct mail, and associated targeted digital campaigns

### **Job Duties:**

- Drive overall email and direct mail acquisition and upsell campaign strategy and execution
- Develop strategy and execute against a learning agenda for direct marketing campaigns across segments, products, and channels to target and drive direct response from prospects or existing customers.
- Leverage campaign testing, results, business intelligence, research insights, marketing trends, and competitive landscape to identify strategic recommendations to improve ROI and customer experience (B2C and B2B).
- Collaborate and partner with business leaders and individuals throughout Marketing, Product Management, and Compliance as well as third parties to ensure campaigns are coordinated and executed on time, on budget, and on brand.
- Oversee third-party agencies to ensure creative is compelling, compliant, and adheres to all corporate Brand and Voice guidelines.
- Partner with Data Analysts to thoroughly understand data, audience targeting, segmentation, buyer intent, and full-funnel marketing strategy to drive the most effective campaigns and ROI.
- Own and develop project management and processes for efficient campaign execution across all teams.
- Adopt and optimize A/B testing strategies for direct marketing efforts to improve campaign performance.
- Champion a new mindset and partner with performance marketing leadership to incorporate digital strategy into all targeted direct mail and email campaigns.
- Leverage direct mail, email, and digital best practices to ensure creative is effective and compliant.
- Actively seek new targeting capabilities and best practices to drive campaign results.

### **Qualifications:**

- Master's degree or bachelor's degree and 2-5 years' experience; or will accept a combination of related education and experience in substitution.
- Demonstrated initiative, independent judgment, and a positive, responsive, service-oriented attitude.
- Excellent critical thinking, interpersonal, communication, time-management and problem-solving skills
- Commitment to diplomacy, tact, and confidentiality when working with individuals on and off campus and responding to Advancement audiences.
- A great degree of flexibility and outstanding organizational skills with the demonstrated ability to manage multiple and competing projects concurrently while adhering to strict deadlines.
- Strong interpersonal communication skills, including the ability to explain editorial changes and discuss alternative wording options clearly and respectfully.

### **How to Apply**

Please submit a cover letter, resume, and a completed Application for Educational Support Staff Employment either via email at [HROFFICE@hamptonu.edu](mailto:HROFFICE@hamptonu.edu) or fax to (757) 727-5969:

Office of Human Resources  
Hampton University  
Hampton, VA 23668

**\*\*No phone calls**

**\*\*Incomplete applications will not be considered**

### **Forms:**

Visit [Human Resources – Hampton University Human Resources](#) to retrieve the educational support staff employment application and other supplemental application materials.

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