**ROLE PROFILE**

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| **Role Title** | **Promotions Manager**  | **Location** | **GB and Ireland** |
| **Business Unit** | **Channel Strategy & Planning** |  |  |
| **Reports to Role Title** | **Senior Promotions Manager** |  |  |

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| **PURPOSE** |
| The Promotions Manager is responsible for executing comprehensive promotional campaigns to drive revenue growth, customer recruitment, retention, and engagement. This role requires close collaboration with various departments to ensure that promotional activities are seamlessly integrated and effectively executed across multiple channels. |
| **CORE ACCOUNTABILITIES** |
| * Promotional campaign management and execution, execution of comprehensive promotional strategies that align with B2B Marketing guidelines, business objectives and drive profitable revenue growth.
* Plan, coordinate, and execute promotional campaigns across channels and all mediums, Utilising other departments to ensure continuity of promotional campaigns including but not exclusive to email, social media, website, and partner platforms.
* With customer insight, category and analysis as your partner work with the price and yield analyst to monitor and analyse the performance of promotional campaigns, making recommendations to optimise future initiatives.
* Working with insight team, channel marketing and planning and CRM team to leverage customer data and market research to understand target audiences, identify trends, and tailor promotions to meet customer needs and preferences. Work closely with eCommerce teams to conduct A/B testing and other experiments to continuously improve campaign effectiveness.
* Through IBP/DFP role provide future estimated forecast for promotions, feeding into operational and sales forecast meetings. Providing visibility of plans to operations.
* As part of the range review cycles work with B2B marketing, procurement, channel marketing and planning and range manager to ensure optimal range to drive customer recruitment, retention, share of basket and loyalty. Supporting key changes and campaigns with appropriate promotional activity to maximise return.
* As part of the annual brand planning process work to provide procurement the necessary documentation to support promotional funding negotiations, delivering support materials throughout the year.
* Work within the budget guardrails agreed by the eCommerce and promotions director. Tracking performance throughout the year and utilising insight to drive performance against key customer performance metrics and sales P&L metrics.
* Working with revenue growth management, price and yield analyst prepare and present regular reports on promotional performance, providing actionable insights and recommendations to promotions leads to inform decision making.
* Work with customer insight, category and analytics and revenue growth management to tracking performance throughout the year against agreed key performance indicators across route to market brands, customer metrics and key sales P&L metrics.
* Drive continuous improvement of the promotions process, supporting senior and director to revolutionise the C&C approach to promotions through technology.
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| **KNOWLEDGE / EXPERIENCE / SKILLS** |
| * Proven experience in executing promotional or marketing campaigns.
* Strong understanding of eCommerce dynamics and promotional tactics.
* Excellent analytical skills and proficiency in digital marketing tools.
* Customer-centric mindset with a focus on delivering exceptional results.
* Proactive and detail-oriented.
* Adaptable and able to thrive in a dynamic environment.
* Collaborative team player with strong interpersonal skills.
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| **ROLE DIMENSIONS** |
| No of Direct Reports | 0 | Financial Impact (Direct) |  |
| Total Team Size | 0 | Financial Impact (Indirect) |  |
| No of Locations |  | Other/ People Manager (No) |  |