

Eircom is driven by innovation and has a passion for the future, just like you! We are a dynamic company and are constantly looking for new ways to improve our products and service offerings.

As the incumbent fixed-line telecommunications provider, eircom has the most extensive fixed-line telecommunications network in Ireland in terms of both capacity and geographic reach. The company has over 1.2 million customers and provides a comprehensive range of advanced voice, data and internet services to the residential, business and enterprise markets. We provide and integrate a full range of communications products and services that connects Ireland to the world.

Our success is based as much on our future friendly team as the innovative internet, voice, data and wireless products and solutions we offer. We believe that you will find our high-performance culture personally fulfilling & professionally challenging. Does this sound like something you want to be a part of?

Position Overview:

Reporting to the Head of Base Management the Campaign Manager will plan, execute, and analyze multi-channel, multi-stage inbound and outbound marketing campaigns for the Meteor customer base covering both pre- and bill-pay customers and all consumer products and propositions. This role supports the Base Management strategic objectives by implementing campaigns that are effective and efficient, and by improving the campaign planning, execution, and measurement process to increase campaign velocity and cost-effectiveness.

This position will be located in our offices in Heuston South Quarter.

Responsibilities:

- Define, drive and implement the data component of marketing campaigns in accordance with Campaign Brief specifications
- Manage the optimization and contact rules for customer contacts
- Ensure that data is cleaned and processed in accordance with data protection rules, and is made available in a timely fashion for all campaigns
- Ensure cross-functional cooperation and communication with all operational groups involved in the execution of the campaign (e.g. call centre, agencies etc)
- Implement the approved campaigns working together with experts in all departments
- Monitor performance of campaigns through pre-defined and ad hoc reports and analysis
- Track costs and ROI of campaigns
- Update, on time, campaign calendars & Campaign Master List
- Develop necessary feedback mechanisms that lead to continuous improvement of campaigns in a timely manner (multi-wave & multi-channel campaigns, more automations)
- Assist in implementation of new Neolane campaign management and real time marketing tool, and then utilise the tool for selection and analysis of all campaigns and offer management
- Maintain customer treatment rules (such as upgrade calculator) in other relevant systems such as Business Express

Required Knowledge and Experience:

- A minimum of 3 years experience with campaign management tools such as Neolane or similar
- Demonstrably process oriented and analytical, and ability to manage projects to deadlines.
- Understanding of multi-channel and multi-stage direct marketing campaigns
- Experience in optimising customer contact strategies

Desirable:

- Degree qualification in Marketing
- Experience in inbound marketing (next best activity) and/or centralised decisioning
- Experience in Online (big and small screen) campaigns

To Apply:

To apply for this position please send a CV to recruit@eircom.ie and quote the job title in the subject line.