



Discover  
something *new!*

## Job Description

<b>Title:</b>	Direct Response Marketing Specialist
<b>Type:</b>	Permanent, Full Time
<b>Start date:</b>	ASAP
<b>Hours:</b>	40 hours per week, flexible hours
<b>Salary:</b>	Competitive, dependent on experience
<b>Location:</b>	This role is 100% based at our new HQ in Aylesford, Kent

### Who is Must Have Ideas?

Whilst still only young, we're one of the UK's fastest growing ecommerce brands, helping over 2 million customers 'discover something new' every year. One in ten homes in the UK now have one of our clever, problem-solving products and we're widely recognised as one of the leading ecommerce innovators of the past few years. Named by The Sunday Times as the 66<sup>th</sup> fastest growing company in the UK, we're a British success story and our incredible growth isn't stopping any time soon – and we'd love you to join us on this exciting journey!

### The Team

You'll be working with a group of great people who think independently but collaborate as a strong team to deliver exceptional results. Career progression? Absolutely - there are plenty of opportunities to grow and develop, as our rapid growth continues.

### We're fully office-based

We believe that we are at our best when we're together, and that's why our team fully works from our office from our swanky new base in Aylesford, Kent. Being together facilitates superior collaboration, encourages conversations, and sparks creativity. And there's some pretty sweet incentives to coming to the office, too, including free breakfast every day!

### This Role

Over the last 18 months, we've been on an exciting journey — building a brand-new revenue stream through Direct Response TV (DRTV) and print advertising. We're now looking for a motivated marketer to join the team and help support this exciting area of growth.

We're a data-led company, so an interest in numbers and a willingness to learn how campaigns are measured and improved will be important in this role.

You'll help support a busy schedule of campaign launches, assist with testing new ideas and offers, and contribute to ongoing improvements to help campaigns perform as strongly as possible.

Working closely with our agency partners, you'll support the planning and delivery of campaigns designed to encourage customers to buy either by phone or online.

This role offers a mix of creative marketing and data analysis. One day you might help develop new offers and campaign ideas; the next, you'll review performance data and help identify ways to improve results.

You'll work with both external agencies and our in-house creative team to help make sure campaigns are delivered on time, run smoothly, and perform well.

It's a varied and fast-paced role where no two days are the same — ideal for someone who enjoys marketing, is keen to learn, and wants to build their skills while making a real contribution.

Your responsibilities will include:

- Supporting the day-to-day delivery of DRTV and print advertising campaigns, helping with campaign setup, coordination, and performance tracking.
- Helping to plan and deliver a schedule of new campaign launches, supporting the development of creative ideas and offers.
- Helping to keep DRTV and print activity well organised, clearly planned, and delivered on time.
- Working closely with our media agency to support the planning and optimisation of airtime and print placements.
- Assisting with split tests and creative experiments across DRTV and print to help improve response rates and overall performance.
- Helping to monitor and report on key KPIs such as response rate, ROAS, and conversion, sharing performance updates with the wider team.
- Reviewing campaign performance data and helping to identify improvements, using insights to support future campaigns and creative ideas.
- Supporting the tracking of campaign budgets and spend to help ensure activity remains cost-effective.
- Building positive working relationships with external print and TV agencies.
- Keeping up to date with trends and best practices in direct response marketing and applying what you learn to support campaign performance.

You'll excel in this role if you have the following skills & experience:

- You're data-obsessed — comfortable analysing results and interpreting KPIs.
- You're a marketer who loves testing and optimisation — always looking for new creative angles, offers, or targeting strategies that can improve performance.
- You're highly organised and thrive on working across multiple campaigns and deadlines at once
- You're confident working with external agencies and media partners, ensuring campaigns are delivered on time and on budget
- You're both creative and analytical — able to craft offers that sell and dig into the data to understand why
- You have a solid understanding of response-driven marketing principles, including CPA, ROAS, attribution, and conversion funnels
- You have excellent communication skills, a can-do attitude, and you're the kind of person who just gets stuff done

### **What's it like to work here?**

We know that our people are key to our success. That's why we strive to make MHI a great place to work — just ask our team. It's a friendly, welcoming and fun environment here. We've worked hard to create an amazing experience for our people because we know that workplace happiness goes

way beyond just your salary. We're proud to offer one of the best packages of team perks in the area, including:

- Private healthcare
- Free breakfast every morning
- Paid sick leave
- Flexible hours
- Minimum of 25 days holiday per year as standard (plus more the longer you stay)
- Buy or sell holiday
- Generous paid maternity & paternity leave
- Your birthday off work every year
- Free electric vehicle charging
- Free car washing every month
- Regular team & charity fundraising events
- Free products from our range
- Generous staff discount on our range of products
- Free personal use of company vans
- Company pension
- Salary sacrifice schemes (cycle to work, electric car leasing)
- Season ticket loans
- Casual dress code
- Free and unlimited fruit, sweets, cold & hot drinks

#### **What happens next?**

If we think you could be a good fit, you'll be invited to come and see our new state-of-the-art facilities and for a more in-depth conversation. We may ask you to complete a small task to show us your skills and there may be a second interview stage, too.

This is an excellent opportunity to join us while the company is still young and to be part of our high-growth journey, with all the opportunities that brings.

Must Have Ideas Ltd is an equal opportunities employer and we're working hard to build a diverse and inclusive workforce.