



Discover
something *new!*

Job Description

Title:	Catalogue & Direct Mail Manager
Type:	Permanent, Full or Part Time considered
Start date:	ASAP
Hours:	Negotiable
Salary:	Competitive, dependent on experience
Location:	This role is 100% based at our new HQ in Snodland, Kent (not remote working)

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 66th fastest growing company in 2024, 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 offices in Snodland, near Maidstone. This facilitates easier 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

If you're excited by the opportunity to shape a brand-new channel and make an impact, we want to hear from you!

This new role has been created to establish and grow our catalogue and direct mail marketing channel. Reporting to the Head of Marketing, the successful candidate will own this new revenue stream end-to-end, from planning to execution, targeting existing TV shopping customers, online customers, and new direct mail audiences with catalogues and other direct mail materials. This represents a significant growth opportunity for an entrepreneurial marketer to build a new business channel from the ground up.

Your responsibilities will include:

- Lead end-to-end catalogue production process from briefing through to print
- Manage pagination and product merchandising strategy

- Develop and implement data-driven audience targeting and segmentation strategies
- Coordinate with our catalogue design agency as well as in house content, design and copy writing teams
- Analyse performance metrics and optimise for maximum ROI
- Execute split tests for layouts, offers, targeting etc
- Ensure brand consistency across all printed materials
- Manage production timelines and budgets

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

- Direct mail marketing background
- Catalogue / insert production experience for retail
- Strong project management capabilities
- Data analysis and reporting capabilities
- Merchandising and layout knowledge

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:

- Free breakfast every morning
- Minimum of 25 days holiday per year as standard (plus more the longer you stay)
- Flexible hours
- Your birthday off work
- Free EV charging
- Free car washing
- Regular team and charity fundraising events
- Free products from our range
- Generous staff discount
- Company pension
- Casual dress code
- Free and unlimited sweets, cold & hot drinks

What happens next?

If we think you could be a good fit, we'll be in touch to arrange an initial call to get to know you. If all goes well, 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.