



Discover
something *new!*

Job Description

Title: Direct Response Marketing Manager
Type: Permanent, Full Time
Start date: ASAP
Hours: 40 hours per week, flexible hours
Salary: Competitive, dependent on experience
Location: 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 66th 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 an experienced and driven marketing professional to continue this rapid growth trajectory.

As a data-obsessed company, we expect you to live and breathe the numbers — staying across every key performance indicator for both DRTV and print.

You'll manage a demanding schedule of new campaign launches, ensuring we're constantly finding new "winners" that drive growth. You'll also lead ongoing split testing and optimisation to make sure every pound of ad spend works as hard as it possibly can.

Working closely with our chosen agency partners, you'll take the lead in shaping and managing campaigns that make people take action — whether that's buying on the phone, or through the website.

This role blends creative marketing with analytics. One day you might be developing compelling offers that drives conversions; the next, you'll be diving deep into campaign performance data to optimise results and uncover new opportunities.

You'll collaborate with both external agencies and our in-house creative team to ensure every campaign runs smoothly, performs strongly, and drives growth.

It's a varied, fast-paced position where no two days are the same — ideal for someone who loves marketing, thrives on results, and wants to make a tangible impact on business performance.

Your responsibilities will include:

- Taking full ownership of all DRTV and print advertising activity, managing campaigns through to delivery and performance analysis.
- Developing and executing a calendar of new campaign launches, ensuring a continuous pipeline of high-performing creative and offers is delivered.
- Ensure that all DRTV and print activity is process driven and planned well in advance.
- Work closely with our media agency to plan, buy, and optimise airtime and print placements to maximise ROAS
- Lead split tests and creative experiments across DRTV and print to drive ongoing improvement in response rates and cost efficiency
- Monitor and report on key KPIs — including response rate, ROAS, and conversion — ensuring activity meets performance targets and clearly reported to management.
- Analyse campaign performance data and quickly pivot to improve performance where possible use learning to inform strategy and future creative direction.
- Track and manage campaign budgets to maximise ROI for every pound spent
- Maintain strong relationships with external print and TV agencies.
- Stay up to date with the latest trends and best practices in direct response marketing and use this to enhance performance

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

- Proven experience managing DRTV or print advertising campaigns, on the Brand or agency side, is required.
- You're data-obsessed — comfortable analysing results, interpreting KPIs, and making evidence-based decisions
- 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 managing 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.