

Director of Direct Marketing & Rewards Program for their E-Commerce Division. This position will be based at the corporate HQ in Times Square; New York, NY and reports directly to the SVP of E-Commerce

The Dir, Direct Marketing & Rewards Program will be responsible for leading one of Ann Taylor's top initiatives, which is to grow the business through effective direct mail campaigns and a compelling credit card program. He or she will work with each brand to develop an integrated strategy that engages clients and drives traffic into the stores to produce sales results. This person will act as a creative thought leader, influencing at Senior Management level and leading a cross-functional and vendor team to deliver strategy.

In summary, we are looking for the following:

BS/BA degree required, MBA preferred

8-10+ years of B2C marketing experience

5+ years experience in managing co-branded credit card / reward & loyalty programs, preferably in the retail industry

Direct mail experience required, online marketing experience a plus

Strong understanding of the credit card business and key drivers

Experience in the development of business plans, budgets and other analysis

<http://www.anntaylor.com/home.jsp>

Please contact Michele Christy at: Michele@humancapitalgroupinc.com