

Manager, Email & Loyalty Marketing

(Company Description & Introduction)

The Role:

You will play an integral role in the Clarins North America eCommerce team, overseeing email, direct mail & SMS marketing channel performance and implementing cross-channel CRM programs including our new loyalty program, to drive customer acquisition, retention and prevent churn.

What You'll Do:

By fulfilling the main mission of this role, you will contribute to all the 5 pillars of the Group strategy: people-centric, brand-builder, consumer-obsessed, digitally minded, and committed to responsible beauty.

- Partner with the CRM Director to develop, manage & execute a strong omnichannel strategy through email, direct mail and SMS.
- Support the CRM Director on the loyalty strategy (including VIPs), animation plan of Rewards boutique, loyalty communication calendar, test plans and reporting.
- Manage and optimize all promotional/triggered/loyalty communications sent by email, direct mail and SMS using segmentation and personalization.
- Consistently monitor email & SMS channel KPIs, including open/click rates, conversion rates, sales and attrition. Raise opportunities to improve performance & propose / implement testing strategy to achieve growth objectives.

You are:

- Curious, with the desire to learn constantly.
- Analytical and have strong problem-solving skills.
- Collaborative and succeed in motivating a team.
- Genuinely looking forward to new challenges.

You have:

- Bachelor's degree in business administration, marketing, communications, or a related field.
- 3-5 years of experience in Email Marketing/SMS channel management and CRM.
- 1-2 years of experience managing a Loyalty program.
- Experience with email service providers (i.e. Adobe Campaign) and basic HTML.
- Experience with web analytics (i.e. Google Analytics)
- Advanced Microsoft Excel knowledge required.
- Experience with CRM software a plus.

- Strong analytical skillset required. Proven ability to analyze data and turn insights into strategic actions.
- Proven ability to optimize email, direct mail and/or SMS channel performance through data analysis, testing & innovation.
- Deep familiarity with email and/or SMS marketing best practices.
- Ability to multi-task and work in a collaborative and fast-paced environment.
- Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines.
- Must have strong organizational and project management skills.