

Retention Marketing Manager

(Company Introduction & Description)

The Role

You will be responsible for executing innovative, brand-aligned campaigns across e-mail, SMS, and e-commerce channels. You will also manage and maintain our e-commerce site, supported and in collaboration with our web development agency. As a competent executor, you will need to feel comfortable hopping in and around platforms with a high-level of organization and attention to detail.

Who You Are

You live and breathe D2C e-commerce. You have your finger on the pulse of digital marketing trends across a variety of industries, and you are passionate and educated about the clean beauty, health, and wellness space. You love working in small teams, and you are excited about the idea of working closely with a company's co-founders. You believe in our brand and mission; you recognize how innovative our products are; and you want to help us take this to the next level.

Responsibilities

- Develop and deploy all e-commerce campaigns including product launches, promotions, CSR announcements, and automated workflows
- Assess opportunities for improvement to e-mail / SMS customer segmentation and implement automated flows to drive conversion and retention
- Manage retention strategies including loyalty and referral programs
- Proactively dig into our data to identify opportunities for A/B testing and optimization across e-mail / SMS / e-commerce channels
- Develop data-driven insights and recommendations to optimize channel performance — you confidently use a mix of data and intuition to influence key performance indicators
- Collaborate with key stakeholders (e.g., social media manager) to present cohesive brand view across channels
- Execute project plans and deadlines to achieve all digital marketing objectives on time and within established budgets
- Conduct customer lifecycle analysis
- Collaborate with freelancers and agencies to create compelling creative content that is optimized for different channels
- Track and report business KPIs and growth objectives weekly and monthly

Qualifications

- B.A. required; 3-5 years of experience working in digital marketing, preferably leading e-mail and/or retention marketing at a D2C startup
- Expert knowledge of digital marketing and e-commerce trends
- Exceptional critical thinking skills, with a structured approach to problem solving and significant experience developing data-driven recommendations
- Highly skilled in working across digital marketing platforms, including Klaviyo and Google Analytics
- Proficient in Shopify and Recharge, including backend and CMS (e.g., reporting, editing themes, adding new SKUs, updating product pricing, supporting promotions and new product launches, etc.)
- A strong creative opinion and a good eye for smart, effective content — you appreciate and admire the art of excellent brand content
- Extremely well organized, hard working, and self-motivated to complete assigned tasks, anticipating the next step without direction, and exceeding expectations
- Willingness to roll up sleeves and dig in enthusiastically, no matter how small the task everything is figure-out-able!
- Passionate about learning and self-improvement. Eager to give and receive candid, real time feedback in support of professional development
- Thoughtful communicator and presenter who loves to work collaboratively and live problem solve in a group — you always have lots of ideas to bring to the table!