

****Remote Consideration will also be given to applicants in MS, MN, KY, AZ, IL, TX, TN, GA, FL and OH only!****

Position Profile:

The Email Marketing Specialist is responsible for the development and ongoing implementation of the retention marketing activities, inclusive of Email and Social channels. In addition to the daily operations of Email and Social channels, the Email Marketing Specialist will collaborate on the conceptualization and implementation of strategic marketing initiatives for all brands and distribution channels to help achieve the company's annual marketing and sales goals.

Work Responsibilities:

Annual Sales Plan

- Lead Email, SMS and Social (RETENTION) programs to make data-driven decisions, work toward strategic goals and continually improve performance.
- Maximize the traffic, sales and profitability of Email, SMS and Social properties.

Retention Marketing

- Manage Email, SMS and social marketing planning, production, delivery and services.
- Lead promotion and campaign strategy/planning for Retention marketing
- Create and maintain digital campaign calendars.
- Write copy and/or create campaign briefs for email, organic social and retention advertising.
- Project manage and coordinate cross-functional execution of Retention marketing deliverables, ensure successful, on-time execution that meets business objectives.
- Optimize marketing messaging and tactics to meet business objectives.
- Provide Ecom Operations team with landing page content for Social and Email initiatives.
- Create traffic forecasts for Retention Marketing initiatives and coordinate with Ecom Operations team to achieve traffic goals.
- Lead promotion forecasting and coordinate with Operations teams for operational readiness.

Email and SMS Operations, inclusive of:

- Email/SMS testing, QA, routing and scheduling
- Email/SMS automation implementation and maintenance
- Social Advertising tied to email and social campaigns.
- A/B testing of copy, creative, audience and other variables
- List/database management and maintenance
- Ensure adherence to compliance guidelines (i.e. CANSPAM, ADA)
- Point of contact for CS needs related to email/SMS.
- Proof reading
- Create instructions, rules, regulations, and/or disclaimers for online activities or promotions.

Social Operations, inclusive of:

- Monitoring and responds to community feedback.
- Product send-outs.
- Administering contests/sweepstakes
- Influencer identification, cultivation and collaboration
- Maintaining and optimizing company profile in social platforms
- Coordinate with Customer Operations on customer inquiries via social, and ensure resolution

Reporting

- Measure, analyze and report performance on all Retention marketing campaigns, evaluating the results against goals (KPIs and ROI) and present informed recommendations.
- Utilize data to improve audience engagement and conversion across all retention touchpoints (i.e. Email, Social Media, Social Remarketing Advertising, etc.)
- Compile data into reports and present findings
- Monitor industry trends and provide insights and recommendations.

Strategic planning and implementation

- Collaborate with leadership in the development and implementation of annual digital marketing plan.
- Work with Digital, Marketing and Sales teams to develop Email and Social marketing calendars, tools and other mechanisms to drive traffic, revenue and amplify brand awareness.
- Participate in a cross functional team from Marketing, Design & Innovation, Sales, Operations and outside partners in planning and executing marketing initiatives, including product launches, promotions, communications and support tools.
- Research and recommend new email and social tools and strategies to increase awareness and revenue.

Other:

- Collaborate and contribute to digital activities as needed, including, but not limited to, advertising, content creation, copy writing and editing, user experience optimization, QA testing and/or website maintenance.
- Document processes and coordinate, create, update and test job-related standard operating procedures.
- Assist with administrative projects as needed.

General Responsibilities:

- Supports CURiO Cornerstones and strives for individual leadership by using cornerstone behaviors in the workplace and in daily decision making.
- Follows all policies and procedures of the company. Works cooperatively with all departments, maintaining a positive work atmosphere by acting and communicating in a manner that promotes cooperation with co-workers, supervisors, and managers.
- Actively seek individual development through taking advantage of opportunities for skill enhancement. I Keep up to date with the latest best practices, trends, concepts, and regulations in the specific job area.
- Manage time effectively, meet personal goals and work effectively with other members of the team to meet CURiO goals.
- Follows all safety guidelines and polices. Makes supervisor/manager immediately aware of any observed safety issue. Keeps work area clean, safe, and organized.

Minimum Qualifications:

- Bachelor's degree in marketing, communications or other related field, or equivalent work experience
- Three years' experience in email and social marketing, and online marketing, preferably of a personal care/beauty/home fragrance brand

Computer and/or software qualifications:

- Intermediate skills in Microsoft Office and Outlook
- Basic level of proficiency in Microsoft Excel
- Intermediate level proficiency in social media platforms required, including but not limited to: Facebook, Instagram, TikTok, Twitter, YouTube, Linked-In, Pinterest, Google +, etc.
- Experience working with online content management systems, email application tools, analytics tools, or other web-based technologies.

Core Competencies:

- Proven ability to drive innovative and effective retention marketing programs in the B2B and B2C environments that generate results.
- Proven ability to create positive interactions and customer service on social media platforms
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Ability to quickly learn and put into practice new systems or tools.
- Strong skills in proofreading and/or copy editing.
- Ability to produce written communication with internal and external customers requiring a high level of professionalism and attention to detail.
- Ability to be adaptable, flexible, and proactive.
- Excellent organizational and time management skills
- Ability to successfully handle difficult situations.
- Strong and professional communication and correspondence skills
- Ability to maintain and protect company proprietary information.
- Ability to work independently with little supervision.
- Ability to prioritize work assignments and meet tight deadlines.
- Skillful in targeting on social platforms

Preferred Qualifications:

- Bachelor's degree or equivalent work experience
- Experience in customer service-related field
- Experience with Listrak
- Experienced in social content management tools such as Hootsuite, SproutSocial, etc.

*** Note: This job description does not restrict CURIO's right to assign or reassign duties or responsibilities to this job at any time. This document does not create an employment contract, implied or otherwise. It does not alter the "at will" employment relationship between the company and the employee.*