

**Position Profile:**

The Lifecycle & CRM Manager is responsible for developing and executing retention marketing strategies to drive customer engagement, loyalty, and revenue growth. This role oversees the planning, execution, and optimization of lifecycle marketing programs across email and SMS. The ideal candidate will have a data-driven mindset, a deep understanding of customer segmentation, and experience in building multi-channel retention campaigns. This position plays a key role in enhancing the overall customer journey and maximizing customer lifetime value across all brands and distribution channels.

**Work Responsibilities:****Strategic Retention & Lifecycle Marketing**

- Develop and implement a comprehensive CRM strategy to drive engagement, conversion, and retention across email and SMS.
- Utilize customer data and insights to create targeted, personalized lifecycle campaigns (welcome series, post-purchase, reactivation, win-back, and loyalty programs).
- Define and execute segmentation strategies to optimize messaging and engagement at different stages of the customer lifecycle.
- Continuously test, analyze, and refine lifecycle marketing initiatives to maximize performance and drive incremental revenue.
- Collaborate with cross-functional teams, including Digital, Brand, and Sales, to integrate retention strategies into broader marketing plans.

**Campaign Planning & Execution**

- Own the end-to-end management of lifecycle campaigns, from strategy development to execution and performance measurement.
- Lead email and SMS calendar planning, ensuring alignment with business objectives and brand guidelines.
- Develop compelling messaging and creative briefs for lifecycle marketing initiatives, working with internal and external partners to bring campaigns to life.
- Oversee the execution of retention marketing campaigns, ensuring timely delivery, accuracy, and compliance with best practices and regulatory guidelines (e.g., CAN-SPAM, GDPR, TCPA).
- Partner with DTC to ensure landing pages and on-site experiences support retention marketing goals.

**Data-Driven Decision Making & Optimization**

- Monitor and analyze retention marketing performance, providing insights and actionable recommendations to improve customer engagement and revenue.
- Conduct A/B testing on subject lines, creative, audience segmentation, send times, and other variables to enhance performance.
- Leverage analytics tools and CRM platforms to track customer behavior, measure campaign impact, and optimize marketing effectiveness.
- Regularly report on key performance indicators (KPIs), including email and SMS engagement rates, conversion rates, churn rate, and customer lifetime value.
- Identify opportunities to enhance automation, personalization, and data utilization within lifecycle marketing programs.

**Technology & Process Improvement**

- Evaluate and implement CRM and marketing automation tools to enhance campaign efficiency and effectiveness.
- Work closely with IT, Ecommerce, and external partners to ensure proper data integration and technical setup for email, SMS, and customer segmentation.
- Document lifecycle marketing processes and best practices, driving continuous improvement initiatives.

**Collaboration & Cross-Functional Leadership**

- Partner with Customer Service and Social teams to ensure a seamless omnichannel customer experience.

- Work closely with Creative and Brand teams to develop engaging, brand-right retention content.
- Align with DTC teams to ensure lifecycle strategies support overall business goals.

**Leadership:**

- Supports CURiO Cornerstones and strives for individual and functional leadership by using cornerstone behaviors in the workplace and in daily decision making.
- Engages in a strong team atmosphere and positive team culture, fostering collaboration across the organization and ensure teams are working cross-functionally to meet CURiO goals.
- Provide positive change management leadership, including proactive communication and support of company initiatives, programs, and policies.
- Personally use and influence the use of RAPID to make efficient business decisions.

**General Responsibilities:**

- 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.
- Complete all company-required training and seek to expand your training opportunities within the company's LMS.
- 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.

Position requires extended work hours as necessary to meet seasonal deadlines. Performs other work as assigned.

**Minimum Qualifications:**

- Bachelor's degree in marketing, communications or other related field, or equivalent work experience
- Five 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
- Intermediate 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 copy writing, 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 in graphic design and photo editing
- Experience with Listrak and Klaviyo
- Experienced in social content management tools such as Hootsuite, SproutSocial, etc.

**Travel Requirement:** Less than 10%

**Hybrid Working Environment and Physical Demands:**

General office environment:

- General office or home office environment: Works generally at a desk in a well-lit, air-conditioned cubicle/office/home office, with moderate noise levels.
- Ability to sit for hours at a time, viewing computer monitor on a constant basis. Some walking and standing relative to interaction with other personnel.
- Occasionally required to lift and/or move items weighing up to 15 pounds.

*\*\* 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.*