



POSITION: CUSTOMER RETENTION MANAGER

LOCATION: IN-HOUSE IN VENICE, CA

ABOUT US:

GEM is seeking a Customer Retention Manager to join our community-obsessed team. GEM (dailygem.co) is an algae-based science company revolutionizing daily nourishment with thoughtfully designed products. We're building a brand committed to simplifying daily health habits with clean, real products starting with the first-ever whole food vitamin.

Since our launch in October 2018, our community has grown to thousands of people across the United States who believe in nourishing differently. We're seeking a person who is excited about our mission and wants to help our team build a movement around accessible nutrition and sustainability.

This role will report into the Leadership Team and Brand + Content Director. As a company that values inclusion, GEM seeks individuals of all backgrounds and experiences to apply for this position. This position is in-house at our Venice, CA office.

WHAT YOU'LL DO:

- Lead the strategy, development, and execution of retention marketing campaigns to drive customer repeat rate, LTV and engagement
- Identify opportunities to engage or re-engage our customers along their journey to reduce churn and increase customer loyalty
- Develop and lead lifecycle specific programs through continuous A/B testing
- Leverage the GEM Community to inform strategy and consumer behavior by developing and managing an ongoing consumer feedback loop across social channels

WHO YOU ARE:

- Results-oriented self-starter that is comfortable in a fast-growth environment
- An exceptional communicator, both verbally and written
- Data-driven and analytical with a passion for solving customer issues

SKILLS & REQUIREMENTS:

- 3+ years of experience in marketing (CPG and/or subscription experience is a plus) with a heavy focus on analytics, KPI tracking, customer lifecycle, and targeting
- Experience should include analytics-based decision-making where success is measured in terms of customer growth and lifetime value
- Prior experience working within email platforms, eCommerce platforms (Shopify), data and CRM management
- Strong Microsoft Excel skills (pivot tables, data validation, lookup functions, etc.) with the ability to take large amounts of data and turn it into actionable initiatives
- Outstanding communication skills with customers, fellow employees and leadership team
- Ability to think critically and learn quickly in a fast-paced, dynamic environment.
- Highly efficient self-starter that can take on projects and manage them end-to-end, seeking help and guidance as needed
- Team-oriented; willing to occasionally step in and take on responsibilities outside of immediate scope when needed
- Bachelor's and/or Master's degree. Equivalent work experience is also accepted.

TO APPLY:

To apply, please send your LinkedIn or resume and a one-paragraph email describing why you're the best person for the job to sara@dailygem.co.