



**Job Description**  
**Email Marketing Specialist**

August 24, 2021

**OVERVIEW**

We are looking for a part-time Email Marketing Specialist that can elevate our brand style and communications to our direct-to-consumer audience. With a host of new products and promotions on the horizon, and an effective sustainable travel newsletter format, the opportunities for driving brand reach and sales growth are endless.

**EMAIL MARKETING DELIVERABLES**

- Design templates that are on-brand, attractive, and effective
- Build and maintain an email content calendar for up to six months in the future
- One email blast per week via Klaviyo:
  - Week One: Sustainable Travel Newsletter (see below for details)
  - Week Two: Product Spotlight & Promotion (new colors, back in stock, positive reviews, clearance, holiday promotion, etc)
  - Week Three: Sustainable Travel Newsletter
  - Week Four: Brand Spotlight (Giveback partners [no2plastic, conservation alliance], Company news, Blog post, etc
- Maintain Email Lists & Segments
  - Create winback and sunset flows that keep our engagement focused and metrics positive
  - Input new email addresses acquired through other marketing promotions into lists and segments
- Create and Maintain Klaviyo Flows
  - Update current flows to be more attractive and effective
  - Add additional flows as needed to keep engagement high and increase conversions

**OTHER DELIVERABLES**

- Communicate with the rest of the HYDAWAY team via Slack to collaborate on existing projects and future opportunities
- Meet regularly with Niki to stay up to date and to plan out the content calendar

# SUSTAINABLE TRAVEL NEWSLETTER

## Goals

- Increase clicks and engagement through informative and interesting content that connects our audience to our vision and channel strategy.
- Generate revenue through website conversions and affiliate commissions to gear that we recommend for a more rewarding, and less-impactful, lifestyle

## Frequency

- Twice per month

## Format/Design

- One consistent layout that's engaging, brand-friendly, and easy to read. i.e. lots of whitespace

## Content

1. **Headline/Subject Line**
  - Attention grabbing and fun
  - Reference to a piece of the content that's the most engaging or timely
2. **What's NEW at HYDAWAY** – one quick mention from one of these topics
  - Fun happenings with the HYDAWAY team (inside look)
  - Good reviews/feedback from customers and our reaction
  - Promotions on the website
  - Giveaways in progress
  - Updates on future product development/ focus group testing/ ambassadors
  - HYDAWAY Blog
    - One new blog post per month
    - Continue to link to old blog content as well
3. **Travel & Outdoor Adventure**
  - 2-3 external links to recent posts/headlines/news articles from around the world
    - Reference: Travel SmartBrief, TGA, AWAYtravel.com, getcairn.com, Adventure Journal, Outside, Nat Geo, Conde Naste Traveler, etc.
  - One inspiring image
4. **Planet Health & no2plastic**
  - 1-2 links to recent posts/headlines/news articles



- Updates/links to our giving campaign through no2plastic; CTA = pledge
5. Eco-Friendly, Travel & Outdoor Adventure Gear Must-Haves
- Niki's product finds to make life easier, more fun, and less impactful on the planet
  - Affiliate links to Amazon or Kickstarter generate revenue

### **Call to Action**

- Forward this newsletter to a friend
- Follow us on social media - with Instagram grid
- Leave a review on our website (or Amazon if they bought it there)

