

## **SR. MANAGER, RETENTION**

As a female-founded company, Birdies is on a mission to empower, support, and lift up all women through the products we make and the women we serve. Birdies believes in being bold on the inside and outside, taking risks, and doing what's right for its customers and employees every step of the way. Birdies' culture is one of inclusivity, teamwork, and mutual respect, where diverse backgrounds and voices are always valued and where lifting each other up is core, so that the team can learn, grow, and win together.

Birdies is backed by notable venture firms including Norwest Ventures, Forerunner Ventures, and Slow Ventures. Featured in *ELLE*, *InStyle*, and *The New York Times*, Birdies is growing rapidly and looking for great people to join our team.

Our ideal candidate will oversee all our multi-channel retention marketing programs across email and SMS with the goal of maximizing customer lifetime value and driving loyalty and brand affinity. This individual will develop and drive the evolution of our lifecycle marketing and retention efforts including increasing repeat purchase behavior, reducing customer churn, increasing customer lifetime value and engagement with our brand across all channels.

The right candidate must have a track record of successfully defining and executing short and long term customer retention and lifecycle marketing roadmaps and have an entrepreneurial, customer focused mindset that always seeks to improve the status quo. Because we are a start-up, we need a leader and a do-er; someone who can develop a strategy and delegate appropriately but also get in the weeds and execute programs and analysis.

### **Responsibilities:**

- Lead all CRM execution and initiatives through the Klaviyo platform to drive revenue and engagement while influencing longer term customer behavior
- Own and lead the management of email, SMS lists with a focus on list health, growth and engagement
- Drive customer segmentation analytics (RFM, behavioral, attitudinal, demographic) and develop a segmentation strategy with current customer base and implement tactics to grow revenue and repeat rate through retention tactics: cross-sell, win-back initiatives, personalization and automation
- Develop customer journey mapping with internal teams to identify, understand and optimize key customer segments and layer on lifecycle marketing opportunities, leveraging UX journey mapping, LTV analysis, product and experimentation to improve customer lifetime value
- Partner with Brand function on CRM calendar
- Work with Creative and Content team to develop robust CRM triggers and commerce focused emails
- Manage all retention marketing vendors, and as needed, onboard new third-party partnerships to enhance the end to end CRM marketing process across triggered, transactional and ad-hoc campaigns, including Referral program
- Ensure compliance with internal guidelines and best practices including CAN-SPAM and CCPA
- Define and own goals, objectives, KPIs, and monthly budget and revenue forecasts, plus monitor & meet targets on monthly, quarterly and annual basis.
- Develop robust measurement strategies – both at the campaign level – and at the customer segment level, to measure short-term and long-term impact of Retention and CRM strategies

- Lead a rigorous testing strategy (A/B and multivariate tests) alongside the growth and digital product team to continually optimize all areas of the program, including identifying opportunities to better understand our customer segments and their lifecycle and behaviors through owned channels
- Support and collaborate on post-campaign testing/analysis, and iterate to maximize revenue contribution

#### **Requirements:**

- 7+ years of retention marketing experience across areas including email, CRM, loyalty/rewards, SMS, push, direct mail, customer segmentation, and promotions in a B2C environment
- Experience working in, and understanding the dynamics of consumer E-Commerce technologies a plus
- Expert knowledge of email / SMS / CRM marketing and reporting tools, hands on experience with Klaviyo is preferred
- Results-oriented with an exceptional track record of developing profitable retention marketing programs and meeting and exceeding performance & revenue goals
- Strong leadership skills and a proven ability to manage high-performing teams and vendor relationships
- Highly motivated with an entrepreneurial spirit and ability to work independently, while also able to build strong internal relationships and build consensus on critical initiatives
- Excellent leadership skills and organizational savvy with a bias towards a high-collaboration, team-oriented, matrixed environment with proven success partnering with digital product, customer acquisition, brand and product marketing, creative, regulatory, commercial, and innovation teams
- Strong analytical and problem-solving skills; comfortable leveraging large amounts of data to drive decisions and a passion for continuous testing and optimizations
- Ability to operate in a fast-paced environment, managing multiple projects simultaneously and prioritizing time and resources based on business impact
- Passion for delighting and advocating for customers and an intimate understanding of how and when to influence customer behavior
- Bachelor's Degree preferred
- Note role is hybrid and is required to be in the San Francisco Presidio office 2x per week (Wed + Thu)

#### **Benefits**

- Competitive compensation including equity
- Base Pay Range: \$130,000-\$160,000
- Comprehensive health benefits
- Paid parental leave
- 401k plan
- Birdies discounts and annual product allowance
- Professional development programs
- Company sponsored volunteering opportunities

Birdies is an equal opportunity employer and values diversity. We do not discriminate on the basis of race, religion, color, national origin, gender, gender identity or expression, sexual orientation, age, genetics, marital status, veteran status, or disability status.