

Retention Marketing Manager

(to apply, send an email to careers@birdies.com with the position in the subject line)

Job Overview

Do you love exploring customer journeys and analytics to create marketing programs and strategies that increase retention and LTV? We're looking for a Retention Marketing Manager to lead our retention efforts on our website, email, direct mail and more. You'll work collaboratively with our acquisition, creative and web teams to create a true life-cycle marketing experience.

Responsibilities

- Own the strategy, development, and execution of retention marketing campaigns to drive repeat rate, LTV and engagement
- Develop and optimize lifecycle trigger programs and personalized campaigns across all customer touchpoints through testing
- Optimize the customer journey, developing reactivation strategies at key points, and pre-emptive strategies to retain customers
- Conceptualize, develop, and launch innovative loyalty efforts that value and drive deep repeat within our highest value consumer segments
- Understand core drivers of repeat rates and segment customers into meaningful and actionable cohorts
- Establish performance metrics and reporting to continuously measure the health and performance of our customer file
- Maintain, publish, and enhance a broad library of regular (daily, weekly, monthly, quarterly) reports for use by cross-functional partners that track program-level performance, ROI and contribution to total business
- Translate customer insights into recommendations for cross functional partners (customer metrics reporting)

Ideal Candidate Characteristics

- 3-5 years of CRM, retention, email, loyalty and customer insights experience, preferably in the retail industry
- You have a successful track-record of developing marketing strategies, executing, measuring, and delivering on performance targets
- Strong analytical skills with proven ability to scrutinize large amounts of data and turn it into actionable initiatives (including both quantitative and qualitative data)
- Familiarity with testing methodology and experience driving results through analytics
- Strong project management skills
- Solid understanding of the retail, e-commerce and email marketing industries and KPIs
- An understanding of the customer mindset that you can use to create a great customer experience
- Demonstrated ability to thrive in a collaborative, fast-paced environment

Perks

- Comprehensive health benefits
- 401k plan
- Commuter benefits
- Equity
- Catered lunches weekly
- Snack and beverages
- Birdies discounts and annual product allowance

About Birdies

Birdies was founded by Bianca Gates and Marisa Sharkey, two busy moms who share a passion for bringing family and friends together at home. Frustrated after years of hosting barefoot or in frumpy slippers, they decided to solve the problem. They originally designed Birdies as a comfortable and stylish slipper for home entertaining. But then a funny thing happened. People decided Birdies were just too good to keep inside and wore them everywhere. Now, Birdies has invented a new category of footwear merging luxurious style and ultimate comfort with exclusive 7-layer cushion technology. By combining the support of a sneaker, the softness of a slipper, and the style of a designer flat, Birdies created the most versatile shoe in the world.

Birdies is located in a beautiful downtown office in San Francisco's Financial District and is backed by Norwest Ventures, Slow Ventures and Forerunner Ventures. Called Meghan Markle's favorite shoe and featured in Elle, InStyle and the New York Times, Birdies is growing quickly and looking for great people to join the team.

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.