
Job Description

Do you want to make an impact on a rapidly growing e-commerce business? Do you believe data backed decisions lead to exceptional results? Are you motivated and ready to capitalize on opportunity? Do you ask insightful questions? If you answered yes to these questions, you are in the right place. We are always learning, and always improving. Our culture is high energy, entrepreneurial, and results oriented!

We are hiring an E-mail Marketing Manager to join our team. You will work alongside the buyer and analyst and report directly to the CEO. You'll apply your strategic and technical email marketing expertise to the production of email and marketing automation campaigns. From setup, targeting and testing to deployment and monitoring, you'll oversee the creation of best-in-class email marketing programs. To succeed in this role you should have a natural analytical way of thinking, be well versed in the customer purchase experience, and be able to wear multiple hats and execute on a daily basis.

Responsibilities:

- Bring passion and energy to the role.
- Plan new campaigns and automations, as well as improving existing email campaigns and automations
- Own the day-to-day project management of email marketing campaigns; including campaign scoping, production, audience definition, asset delivery, QA and deployment
- Utilize new E-mail platform to improve overall customer experience
- Develop cohesive production and QA processes
- Create high-level performance reporting on metrics and learnings
- Continuously track and ensure ISP performance for email deliverability and SPAM compliance.
- Excellent project management skills, ability to multitask effectively, and work cross-functionally
- Understanding of customer lifecycle marketing including building out data-driven, personalized campaigns, and A/B and multivariate testing
- Strong attention to detail, a proactive approach to getting things done, and an overall curiosity and a desire to learn
- Managing competing resources and priorities.
- Monitoring deliverables and ensuring timely completion of projects.

Requirements:

- A bachelor's degree in business/marketing/mathematics or related field or an MBA.
- A minimum of 2 years experience in business analysis/marketing or a related field.
- Exceptional analytical and conceptual thinking skills.
- A competitive spirit and tenacious outlook.
- The ability to influence stakeholders and work closely with them to determine acceptable solutions.
- Experience creating detailed reports and giving presentations.
- Competency in Microsoft applications including Word, Excel, and Outlook.

- Excellent documentation and Excel skills.
- A track record of following through on commitments.
- Excellent planning, organizational, and time management skills.
- A history of leading and supporting successful projects.

We are the fastest growing boutique in the country and would love to bring in a motivated individual who is ready to make an impact and have fun!!

If this sounds like the perfect role for you, please submit a resume and cover letter to apply for this position. Please e-mail careers@chicsoul.com.

We are an equal opportunity employer.

Job Type: Full Time