



Flora & Curl

Botanical Care : Textured Hair

Content & Email Marketing Executive

Job Overview

We are looking for a creative Content & Email Marketing Executive to join Flora & Curl.

About You

You will have a passion for marketing and a deep interest in e-mail marketing.

You will be results-orientated. You will be familiar with common email metrics (such as open-rates, click-through-rates and conversion rates) and be able to report on them confidently. You will strive to improve key performance indicators.

You are organised – you will want to maintain an email calendar keeping track of emails we have sent, content themes, audience information and KPI performance.

Your Role and Key Responsibilities

Responsible for all aspects of email marketing, including planning, design and development, testing, evaluation and reporting.

You'll be logical and methodical in your approach to campaigns, quick to grasp new systems and able to analyse and spot meaningful patterns in data. Your ability to create campaigns that work will come from a combination of gut instinct and effective use of analytics. Copywriting would also be a real plus and so would basic HTML knowledge.

Gathering requirements will include defining the target audience, understanding the aims of the campaign and agreeing the key messages and timing. The practical campaign execution will involve looking at the data, pulling the relevant contacts to build the lists, creating the email template and building and testing.

- Via our weekly newsletter to our email subscribers, you will continue to create ideas for unique content as described above, and marketing ideas for email campaigns and work alongside our Founder and Graphic Designer to create promotional and seasonal send outs and offers:
- Email Content Calendar – You will manage the email marketing content calendar. You will work with the wider team to ensure the right campaigns are reaching the right people at the right time.
- Targetted Campaigns – You will work with to build and refine email campaigns that support their key objectives (acquiring customers and retaining them). Management of customer segments and message personalisation plan is included.



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- Testing Program – You will create a testing plan. You will articulate a series of hypotheses (etc timing of emails, subject line hooks, type of content) and test them on our email campaigns. You will take the results, learn from the positive ones and embed the improvements. Regular analysis and reporting of email KPI's and development of an optimisation plan to improve all email KPI's is included.
- Quality Assurance – You will develop a Quality Assurance process. A way of ensuring all communications are tested and proofed before they are sent to customers.
- Ensure all newsletters and content adhere to brand identity guidelines
- Day-to-day management of our website, creating content and updating it
- Including for Flora & Curl's blog (Interviews, Customer and Blogger Q&A, Guest Blog Posts, Ingredient Spot Lights)
- Generate ideas for gated content pieces (Instagram hair tip posts, ebook, case studies) to be designed by our Graphic Designer
- Work with our Blog Contributors to share their educational contents on our weekly newsletter as content assets

We would love to hear from you if have the following skills:

- 2+ years email or content marketing experience, ideally within a similar sector
- Excellent written communication, with perfect grammar
- Have a passion for marketing and want to 'own' a marketing channel
- Have experience in data-driven business-to-consumer marketing: Ability to analyse, measure and react to newsletter KPI's
- Proactively engaging with people across departments and follow up on deliverables from others without hesitation
- Have a good understanding of Flora & Curl's product philosophy
- Be able to demonstrate a creative side and portfolio
- Knowledgeable about HTML email coding or tech integrations such as MailChimp

Our top candidates would also have:

- University degree or equivalent, and/or transferable work experience in a previous marketing environment
- Experience in writing, developing engaging content and/or copy for a beauty brand or beauty related media.
- An interest in beauty and/or natural hair care
- Bonus: Graphic design skills



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If you're ready for an exciting challenge, this is the perfect opportunity for you to:

- Develop and utilise your email and digital marketing skills in a fast growing beauty industry
- Gain the ability to contribute, collaborate and add to the product development process
- Be around other team members who are equally passionate about beauty
- Receive flexible working hours and team hangouts
- Receive free haircare products for you, family members and friends (need we say more?)

Location: UK (Birmingham or London), USA or Remote: work from anywhere.

Reports To: Founder and Managing Editor

Approximate Commitment: This is a part time intern position requiring at least 10 to 15 hours a week to start and there will be room for this to be your next exciting career move within Flora & Curl Haircare.

Commission: Paid



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About Flora & Curl

Hello, we're Flora & Curl!

Flora & Curl is a UK based haircare brand with a passion for empowering our customers to uncover healthy and more radiant textured hair. We are dedicated to putting the care back in hair care. Our aim is to grow our business with the same quality and integrity used in our products since our official launch in 2017.

Since 2017, we've received amazing testimonials attesting to the results of our plant powered, botanical haircare solutions for textured hair. Rooted in science, backed by nature, and crafted with care and conscience, we love creating naturally powerful haircare products for our customers all over the world.

How To Apply

Tell us about yourself and show off your personal brand by submitting a cover letter along with your CV to joinus@floracurl.com.

If you have a portfolio or links to your body of work (blog, videos, graphics, social media) we would love to see them!