



312, Vasan Udhyog Bhavan, Sun Mill Compound, Lower Parel, Mumbai - 400013

Job Description – Performance & Retention Marketing Manager

Reporting to : Founder

About CAI Store

The CAI Store was launched in 2015 with the sole purpose of providing fashionable and modest footwear that is manufactured without the use of leather, with contemporary styles and a compassionate virtue warranting the tagline - “handmade with love.” Remaining true to their homegrown and bespoke sensibilities, the CAI store offers customization keeping in mind the eclectic tastes of the clientele. CAI believes in prioritizing customer satisfaction to create fashion-forward styles with impeccable quality.

To become a household name in the entire country, by having Cai on every woman's feet. To grow 10 fold in the next 2 years by being present in a big way online and offline. Introducing new categories to broaden our horizon and portfolio. To be the leader in our own space and category.

Website: <https://thecaistore.com/>

Insta handle: <https://www.instagram.com/thecaistore/?hl=en>

We are currently hiring a Performance & Retention Marketing Manager with a successful track record to drive revenue, user acquisition and brand awareness.

Roles & Responsibilities :

- Creating and executing a strong performance marketing strategy & execution plan
- Developing and managing digital prospecting and remarketing campaigns
- Develop and manage marketing campaigns aimed at improving subscriber retention across multiple channels (email, direct mail, on-site messaging)
- Partner with internal and external resources to develop and execute all retention marketing campaigns inclusive of In-App Messaging, Email, and other retention techniques
- Managing budgets and campaigns across all digital channels to drive strong return on investment and efficient CAC (Customer Acquisition Cost)
- Analyze marketing campaign performance including email metrics, conversion, and retention to understand effectiveness and ROI
- Ensuring successful planning, execution, optimization for key traffic KPIs via paid, organic & own media channels
- Identifying and testing new channels to continue to meet or exceed established critical metrics
- Working closely with the management to share funnel conversion improvement ideas, feedback & present results.

Qualification : Degree in Engineering (preferred)/ Marketing/ Business Administration or related field.

Skills & Knowledge Required:

- You have prior experience of 3 to 5 years in a similar role as well as experience building effective multi-channel marketing strategies, including affiliate marketing, PPC, SEO, social media and other digital channels.
- Exceptional data skills including the ability to extract data in order to inform future campaigns and strong command of web/mobile analytics and Ad Tech concepts and platforms (Omniture, DoubleClick, Krux)
- Customer retention fundamentals, Online and mobile marketing landscape and trends, Email best practices,
- You possess excellent analytical skills and leverage data, metric, analytics and consumer behavior trends to drive actionable insights & recommendations.
- Multi-channel campaign management across digital and offline channels (print, DM, email, social, telesales, sales, websites, SEM/PPC, SEO, display)

Location: Lower Parel, Mumbai