



Position: Customer Retention Manager

Ecommerce Team - FT

Who We Are:

Saalt empowers people to care for their periods in a healthy and sustainable way. We do this by creating high-performance products and stigma-breaking branding that engage customers and communities, pioneering the way to bring sustainable, clean period care to the mainstream consumer. Saalt invests in women and communities across the globe through period care donations, and by funding scholarships and life skills training to change generations.

As a certified B Corp, we strive to be the change we seek in the world, conduct business knowing that people and planet matter and aspire to use business as a force for good to benefit all. We create modern reusable period care without the toxins, the chemicals, and the wrappers you throw away every month. We commit to do more with less, make deliberate choices about our bodies, and believe everyone should know what their cervix is.

Our growing team is based in beautiful Boise, Idaho. www.saalt.com

The Challenge:

Saalt is looking for a Customer Retention Manager to capture and engage subscribers and customers through email, sms and loyalty programs. Work with our ecommerce team and talented partners helping to build a brand that is both strikingly beautiful and deeply meaningful. You will lead the planning, strategy, copywriting, design, and execution for email and sms (automated and campaigns), as well as grow and foster our loyalty program. You will analyze data for business insights that drive growth through flow optimizations, audience segmentation, offer testing, and consistently engaging the right people at the right time to drive purchases and grow CLTV.

If you enjoy working in a collaborative, fast-paced environment within a competitive industry and enjoy problem-solving and selling meaningful physical products that can change people's lives, this job is for you. Saalt supports a healthy work/life balance. Great benefits include health, dental, vision, hearing, life.

What You'll Do:

- Lead customer retention strategy and develop a content calendar for email and sms marketing to meet two objectives: 1) grow database for email, sms, and loyalty 2) drive purchase and increase CLTV.
- Bring value and delight to our email and sms subscribers to keep them engaged and drive purchases. Make them look forward to hearing from us!
- Plan, write copy, design, and schedule all email and sms communications for both our primary US site and our international sites (CA and UK).

- Proofread emails for clarity, grammar and spelling while keeping an eye on corporate messaging.
- Review data and performance regularly to determine and report optimizations being made to improve automated flows or campaigns.
- Identify insights and executions to grow loyalty programs and create Saalt fans for life, with our measurable being growing CLTV.
- Partner with in-house creative team quarterly to review the content calendar and proactively requests assets needed to support various email and sms campaigns.

What You'll Need to succeed:

- 2+ years experience in customer retention
- Proficiency in marketing automation technology (Klayvio preferred)
- Strong data analysis skills and familiarity with database tools
- Process-driven, with ability to juggle multiple projects and meet tight deadlines
- Excellent written communication and copywriting skills

Competencies:

- Creativity
- Strategic Agility
- Planning
- Time Management
- Informing
- Drive for Results
- Written Communication
- Presentation Skills
- Customer Focus
- Prioritization

Compensation:

Competitive salary and benefits.

Perks:

Company paid Health Insurance (medical/dental/vision/hearing/life)

401k & Roth 401k with company match up to 4%

Performance bonus

No cost in-house preschool

Cell Phone reimbursement

Optional work from home day

Team Events

Casual Dress Code

Flexible PTO

Wellness Bucks

At Saalt, we immerse our team in an exceptional work environment with opportunities to learn and grow. You will be surrounded by colleagues who are committed to ensuring your success. If you are looking to make an impact on the world, Saalt is the place for you.