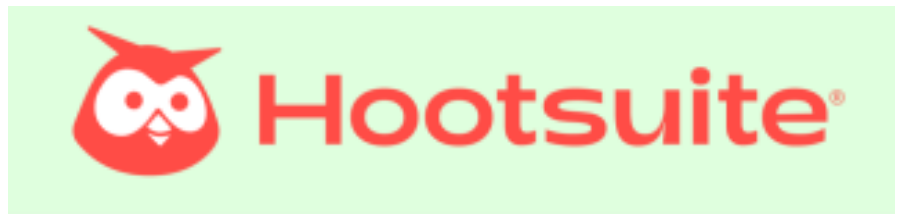


Email Content Strategist

Phone :
Web :



Job Summary

Vacancy :
Deadline : Sep 08, 2024
Published : Aug 08, 2024
Employment Status : Full Time
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

We're looking for an Email Content Strategist to help us develop and refine email programs and channel content to drive brand awareness, user acquisition, product adoption, and customer retention. You'll work closely with the rest of the Email team, digital channel experts, and content marketers to power our business through continuous testing and optimization of email programs and cross-channel campaigns. In line with Hootsuite's distributed workforce strategy, our flexible work arrangement allows for remote work or a hybrid model. This role is open to applicants located in BC, AB, ON, and NB. In this role, you will report to the Manager, Email Marketing.

WHAT YOU'LL DO:

- Craft high-impact email copy that is optimized for engagement and conversion across the entire customer lifecycle. Identify opportunities for further optimization, develop hypotheses to test, lead experiments, analyze results, and implement winning variants
- Ideate, prioritize, build, and launch email strategies, campaigns, and experiments that compel prospects and customers along the buyer journey
- Manage your projects autonomously but collaboratively, owning your results and fearlessly reporting on success, failure, or valuable lessons
- Analyze email channel and content performance to make data-driven recommendations to senior leaders on how to continually improve key performance metrics related to acquisition, adoption, retention, and upsell
- Define key performance indicators (KPIs) or objectives and key results (OKRs) that support the overall business strategy
- Collaborate with cross-functional teams, leveraging organizational knowledge and expertise to drive a best-in-class email experience that aligns with the company's overall marketing and business objectives
- Through ongoing market research and analysis of complex trends, maintain a deep understanding of social media marketing audience in order to create content and messaging that resonates and compels action
- Stay current with email best practices, strategies, and emerging technology and leverage this knowledge to optimize existing processes and develop innovative approaches that drive efficiency and results.
- Proactively make data-driven recommendations to senior leaders on implementing new processes, tools, or methodologies to enhance email marketing operations and performance.
- Performs other related duties as assigned

WHAT YOU'LL NEED:

- Significant relevant experience in email marketing, content marketing, direct response copywriting, and/or growth marketing
- Very strong understanding of conversion optimization and experimentation principles
- Proven track record of creating content and developing channel strategies that drive measurable results through ongoing testing and optimization
- Experience working with web and platform analytics (e.g., GA4, Marketo, Hubspot, etc)
- Experience using email or content personalization/experimentation tools (e.g., Litmus, Optimizely, etc.)
- Commitment to Results: consistently achieves results, demonstrating high performance, and challenging self and others to deliver results
- Creativity and Innovation: seeks new and better ways of doing things, generates original and imaginative ideas, products, or solutions
- Priority Setting: focuses time/energy on the most important issues/opportunities. Clearly understand how to assess the importance of tasks and decisions
- Open Communication: clearly conveys thoughts, both written and verbally, listening attentively and asking questions for clarification and understanding

WHO YOU ARE:

- Tenacious. You are determined to succeed, and you are motivated by the success of customers, colleagues and the community
- Curious. You are always learning and seeking ways to make things better
- Conscientious. You keep your promises, taking your commitments to others seriously, and you have strong integrity
- Humble. You lead with humility and empathy, respecting and learning from the perspectives of others

In all we do, our six guiding principles light the way:

Step Up: Show the world what it looks like to live and work by these guiding principles. #StepUp

One Team: Make Hootsuite a place where everyone feels safe, welcome, valued, and empowered to do their best work without compromising who they are. #OneTeam #FreeToBeMe

Customer Obsessed: Focus relentlessly on helping our customers succeed. #CustomerObsessed

Go Fast, Be Agile: Widen our competitive advantage by committing to speed and simplicity over perfection and complexity. #GoFastBeAgile

Play to Win: Commit to building an incredible, profitable company for our customers, our employees, and our stakeholders. #PlayToWin #NoExcuses

Neighbours & Allies: Give back to our communities and be an ally. #SocialForGood #Allies

Accommodations will be provided as requested by candidates taking part in all aspects of the selection process.

#LI-BW1

Canada Pay Range For This Role

\$78,400—\$109,800 CAD

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
