

Email Marketing Manager



Phone :
Web :

Job Summary

Vacancy :
Deadline : Aug 11, 2024
Published : Jul 11, 2024
Employment Status : Hybrid
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

Opportunity

Keeping our customers engaged, driving them to explore Method more deeply, providing compelling opportunities for them to learn about Method and engaging them at appropriate times via the right message and experience is at the heart of our Email Marketing Manager. Although email will be your primary tool, you'll need to back up your email expertise with a world class strategy that ensures the right segments of customers get the right message at the right time.

The Role:

- **Create Strategies:** Develop and implement plans to keep our customers engaged at every stage of their journey with us.
- **Manage Campaigns:** Plan and run email marketing campaigns and other communication efforts.
- **Primary Focus on Email Marketing:** Email will be your main tool. You'll use it to nurture leads, welcome new customers, engage current users, and bring back those who've been inactive. Your emails should be personal, relevant, and timely to make the biggest impact.
- **Segment Customers:** Group our customers based on different criteria to target them more effectively.
- **Analyze Data:** Look at customer data to find trends and insights that will help improve our marketing efforts.
- **Collaborate:** Work closely with our product, sales, and customer success teams to ensure we're all on the same page, that we have a cohesive experience etc.
- **Automate:** Use marketing automation tools to make our lifecycle marketing more efficient, building a technical multi-layered lifecycle strategy, deploying personalized triggered messages and campaigns across channels (ie. email, SMS, in-app, etc.)
- **Track Performance:** Monitor how well our marketing campaigns are doing, running A/B tests to use this information to make them better over time.

What You Bring:

- **Experience:** 3-7 years of experience in lifecycle marketing or a similar field, ideally in a SaaS company.
- **Skills:** You need to be good with marketing automation tools, We use Active Campaign but any relevant experience with a similar tool is a must.
- **Analytics:** Strong analytical skills should be at the heart of your strategy. You'll need to turn data into actionable insights.
- **Communication:** Excellent written and verbal communication skills are a must. You should be able to craft compelling messages for different customer segments.
- **Multi-Task:** We expect you to be able to juggle the multiple demands of running all lifecycle marketing (from lead nurturing, to customer onboarding, to winback & retention campaigns).
- **Demonstrable Success:** We want you to have done this before and done it well and be able to back that up with data.

About Method

Method understands that businesses are unique and so it is our vision to create a small business platform that is easily personalized for each of our customers. Our flagship product is Method:CRM, a customer relationship management tool made specifically for small businesses who have outgrown their processes. Unlike other CRMs, the combination of Method's deep QuickBooks sync and no-code customization engine enable businesses to achieve their optimal workflows.

At Method, doing fantastic work is just as important as looking out for each other and our community. From flex hours, full benefits and monthly team events to our Method:Gives program, we do our best to support both our employees and community. You can learn more about Method and our team [here!](#)

What We Offer

- Fun team collaborative environment.
- Small company experience – working for a small company like Method gives you deep insight to the inner workings of how a software company operates, as you will be expected to be involved in many discussions: It is the kind of experience you can only get from a small company.
- Training – You will receive initial and ongoing training on Method's products, policies and procedures.
- Flexible hybrid policy
- Great downtown location – Method is located right in the heart of Toronto's young and vibrant 'King West' technology hub at the corner of Adelaide and Spadina Ave.
- Competitive salary
- Health care, vision and dental plan.
- Company and team social events.

Hybrid Policy

• At Method we are working on a hybrid schedule. Employees work from the office a minimum of 2 times each week from our office in downtown Toronto.

In your first 30 days you will:

- Complete Method's bootcamp.
- Understand Method's values and how our teams collaborate to drive results.
- Learn and become an expert of our internal communication tools, norms, and practices.
- Dive deeply into our Email Marketing System (Active Campaign) review current tactics and provide suggested improvements

In your first 60 days you will:

- Complete a thorough analysis and provide strategic recommendations to improve our existing engagement tactics.
- Have implemented a number of your low hanging fruit strategies.
- Established a working relationship with other functional teams like sales, product etc.

In your first 90 days you will:

- Begin regular reporting on your strategies, iterating on what is working and not.
- Have talked to sales, product, account management etc. and have started implementing cohesive engagement strategies that include interacting with those teams.
- Started to implement some of your more ambitious tactics including leveraging internal and external resources to get them done.
- Completed an in depth strategy for the upcoming quarter.
- Participate in your first quarterly review

We thank all applicants in advance, and will contact only those who we wish to interview. No phone calls or agencies please.

Method is an equal opportunity employer for all – regardless of race, colour, ancestry, religion, gender identity, sexual orientation, age, marital status or able-bodiedness. As part of our commitment to be an inclusive and accessible workplace, we're happy to provide accommodations for candidates taking part in the selection process.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
