

Retention Marketing Coordinator (Email & SMS)

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Phone :

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Job Summary

Vacancy :

Deadline : Apr 08, 2024

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Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

knix

Job Description

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Knix is a direct to consumer intimate apparel brand that is re-inventing intimates for real life. Through our innovative products and our engaged community, we are empowering people everywhere to be unapologetically free. Launched in 2013, we are one of the fastest growing companies in Canada and globally recognized as an innovator within the apparel space.

Knix is on the hunt for a Retention Marketing Coordinator! This individual will be responsible for end-to-end execution of Email and SMS lifecycle marketing campaigns.

About You

- You are adaptable and self-motivated.
- You thrive in a dynamic work environment with tight deadlines and fast turnaround times.
- You love the hustle and it excites you.
- You're a collaborative team player but know when to hunker down and get things done independently. You are comfortable flexing between both.
- You are highly organized with a strong attention to detail. Moving parts and last-minute changes happen but it doesn't scare you.
- You are an analytical thinker. You like interpreting numbers and data into actionable insights and applying the learnings. The ideal candidate will understand the importance of permission-based campaigns (email marketing and SMS) in supporting digital marketing revenue targets.
- Above all, you're proactive, positive, and inspired by Knix and our mission!

The Opportunity

- Being the tactical owner of all Email and SMS lifecycle campaigns including briefing, coordinating assets, quality assurance, scheduling, testing, and reporting.
- Working closely with Retention Marketing Managers to implement lifecycle strategy and execution roadmap using CDP (Customer Data Platform).
- Partnering closely with Creative, Customer Experience, and E-commerce teams to ensure that lifecycle communications are clear, inventory for promoted products is available, and the Customer Experience team is prepared for email replies from subscribers.
- Understanding customer lifecycle and identifying opportunities for personalized communication.
- Embracing the test and iterate mindset and playing an active role in devising, executing, and analyzing tests.
- Managing the upkeep of the testing calendar and results.
- Staying up-to-date with trends and best practices in Email and SMS marketing.
- Supporting other permission-based operations and projects.

Qualifications

- 1-2 years of experience in a marketing role, with a preference for experience in Email & SMS marketing.
- A background in DTC/E-commerce or agency experience and experience with ESP's and Shopify is considered a bonus.
- Bachelor's degree in Marketing, Business, or a related field is required.
- Highly organized with a strong attention to detail.
- Ability to manage multiple tasks accurately while reacting with urgency and reprioritizing as needed.
- Background or understanding in customer acquisition, re-engagement, and retention strategies.
- Demonstrated a strong work ethic and a willingness to learn, with enthusiasm being a must.

Internally this role will be titled Marketing Coordinator, CRM & Lifecycle.

How we Hire

Our people are what make Knix, Knix! Our people are passionate and have a strong belief in our mission. Our people are naturally curious and ambitious by nature. Employees feel respected and supported at Knix. We take an inclusive and equitable approach offering the same interview experience to every candidate we meet with. Knix is an equal opportunity employer, we celebrate everyone and their intersecting identities. We know and believe that diverse and inclusive teams empower us to make better decisions and inspire innovation so that we can better serve our customers and community. We are committed to providing reasonable accommodations and will work with you to meet your needs. If you are a person with a disability and require assistance during the application process, please don't hesitate to reach out! We celebrate our inclusive work environment and welcome members of all backgrounds and perspectives to apply.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
