

Growth Marketing Specialist

Job Description

Are you at the top of your game looking to make a difference for a major brand? Would you like to work for a global leader in sporting goods and apparel?

We're looking for a standout, experienced Growth Marketing Specialist to join our team. Your main duties include activating email marketing campaigns end-to-end, managing email databases, and creating newsletters. If you're interested in web technologies and can generate innovative ideas to increase sales, we would like to meet you. As a Growth Marketing Specialist, your role is to reach, grow, and retain customers through email campaigns and inform them about new products and events. Ultimately, you should be able to promote our brand and ensure our customers stay in touch with our company updates. If you consider yourself an email and data marketing guru, then you'll be an instrumental part of bringing this household name to the forefront of the digital landscape. You'll need to have a very keen sense of design to create stunning visual experiences and be able to write the code that drives them. Most important, we're looking for someone with vision and an ability to work with internal and external partners to bring the vision to life. This role requires great attention to detail and passion. Our brand commits to only the highest standard of craftsmanship, and we expect that our email marketing campaigns do the same.

Responsibilities

- Develop and execute email campaigns that drive brand awareness across our brand and sub-brands
- Develop and execute email campaigns that drive revenue growth through retention, cross-sell, and up-sell
- Drive email list growth strategies and execution across multiple channels, serving as email acquisition authority across the organization
- Design and implement direct email marketing campaigns
 - Develop, create, execute, and continuously improve various new and existing email and SMS campaigns
 - Utilize various hyper-targeting and segmentation techniques to continuously improve engagement and conversion rates, and increase acquisition volume
 - Establish rigorous A/B testing processes to test design, content, cadence, and timing and constantly improve performance
 - You will own aspects of SMS and email KPIs, including deliverability, click rate, conversion rate, opt-out rate, and acquisition volumes
- Proofread emails for clarity, grammar, and spelling
- Ensure mobile-friendly email templates
- Write newsletters, including all company updates
- Upgrade our email templates using graphics, personalization, and other advanced features

- Ensure prompt and accurate communication with clients via email, to minimize unsubscribes
- Create email databases for lead generation
- Analyze campaign performance and suggest improvements
- Report on sales revenue generated from email marketing efforts
- Ensure emails follow industry policies and best practices
- Work knowledge of Google Analytics or similar platforms

Qualifications

- Collaborative, inclusive, and flexible team member
- Resourceful self-starter who gets things done
- Highly organized with extreme attention to detail
- Ability to manage multiple priorities and meet deadlines in a fast-paced environment
- Positive, constructive approach
- Strong communication and presentation skills required
- Excellent presentation skills and ability to defend work
- A desire to extract performance insights to continuously improve design
- Understanding of A/B testing and basic test design best practices
- Professional demeanor, strong interpersonal, leadership, problem solving, communication, and time management skills
- Knowledge of using/creating personalized & dynamic templates based on user attributes and segments
- A balance of creative mindset and an analytical approach. You understand the importance of data in making decisions and making improvements to existing processes
- Strong drive and a relentless curiosity to learn and grow
- You complete complex tasks and projects quickly with excellent attention to detail and react with appropriate urgency to situations that require a quick turnaround

Education/Experience Required

- Proven work experience as a digital or email marketing specialist
- Relevant work experience with proven success in owned channels such as email, SMS, and mobile push notifications
- Hands on experience with HTML and content management systems
- Experience with ESP
- Proficiency in marketing automation technology
- Excellent written communication and copywriting skills
- Strong project management skills
- Ability to work under tight deadlines

- Bachelor degree in marketing, computer science, design, or similar discipline or equivalent experience
- Email marketing portfolio preferred
- Understanding of segmentation