

# VOLUSPA **Email Marketing & CRM Specialist**

## **COMPANY PROFILE:**

An introduction to Voluspa unveils stunning packaging design coupled with rare exotic fragrances, as the brand invites fans to seek everyday chic illumination. Founded in 1999, Voluspa continues to popularize the appeal of a luxe home-décor lifestyle, through innovation in its premium fragrances and candles.

## **ROLE MISSION:**

VOLUSPA is seeking a highly motivated Email Marketing & CRM Specialist, responsible for developing, managing and optimizing our integrated communication strategies across digital marketing channels driving consumer retention. Channels include but are not limited to email and SMS. The role will utilize creative thinking to drive the strategy and execution of channel messaging, resulting in retention, loyalty, and increased lifetime value of customers. They should strategically utilize engaging and personalized content to reach customers with relevant messaging targeted to the appropriate stage in a customer's journey. The ideal candidate has experience in email and SMS marketing, and building effective segments in these spaces. They should be analytical and comfortable using various analytics tools to inform and craft strategies for these channels. The ideal Email Marketing & CRM Specialist is passionate about digital marketing, and combines a healthy mix of creative, communication, and organizational skills with excellent quantitative and analytical skills.

## **KEY ACCOUNTABILITIES:**

- Develop and execute consumer retention campaigns (including but not limited to email, SMS, digital push, loyalty) assuring timely delivery.
- Actively contribute to the creation and management of the CRM / Digital Marketing calendar in collaboration with cross-functional teams to meet company goals.
- Own your area of expertise and meet key KPIs in strategic partnership with manager by performing A/B tests, creating targeted segmentation, and using personalized content.
- Continuously identify and execute testing opportunities within the customer lifecycle, contributing to the ongoing optimization of campaign efforts and channel contribution towards company goals.

- Manage Retention Channel Analytics: Monitor and report on campaign performance and testing, providing regular updates and optimization opportunities.
- Further develop insights and report learnings from campaigns to larger team and leadership
- Support the ongoing maintenance/operations of our marketing technology tools and help launch and integrate new communication channels into marketing strategies
- Track the competitor landscape and stay current on trends and best practices in CRM and channel marketing, and advise the team accordingly
- Ensure compliance with CAN-SPAM and GDPR regulations

### **EDUCATION:**

- BA in Marketing or related field

### **JOB REQUIREMENTS:**

- A minimum of 2 years' experience directly in email marketing (preferably D2C/consumer product).
- Confidence in developing and executing lifecycle marketing strategies and communications for e-commerce brands.
- Experience with creating and maintaining automated workflows, data-driven segmentation, and A/B across various audiences. Drive continual optimization of these strategies.
- Solid knowledge and understanding of email and SMS best practices including accessibility requirements, client limitations (Outlook, Gmail, etc), and device limitations.
- Intellectual curiosity, with a focus on optimization and continuous improvement through a test-and-learn mentality.
- Previous experience working with Klaviyo or a comparable email marketing platform.
- Knowledge of and experience using analytics tools such as Google Analytics, CRM segmentation, and channel-specific reporting tools required.
- Adaptable and flexible, ability to thrive in a collaborative, fast-paced environment with a positive and proactive attitude.
- Highly organized with strong follow through and ability to meet time-sensitive deadlines.

### **SALARY:**

- TBD

### **BENEFITS:**

- Medical, Dental/Ortho, Vision Insurance
- Term Life Insurance
- 401k with matching incentives
- Paid Holidays and Accrued PTO

➤ Tuition Reimbursement