



Email Marketing Associate

J. CREW

Job Category: Sales/Marketing/Business
Development

Job Source: nrbjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Experience: Minimum 2 years

Posted On: 18 Jan 2025

Application Deadline: 16 Feb 2025

Job Description/Responsibility

- Responsible for executing and optimizing email, SMS and app marketing communications
- Supports the Email Marketing team with maintaining the email, SMS and app push marketing calendar
- Develops and implements lifecycle marketing journeys across email, SMS and app
- Leads audience segmentation and personalization for batch and trigger email programs to increase engagement and revenue productivity
- Responsible for crafting and submitting creative briefs, including seasonal briefs, promotions, key launches and ad hoc briefs based on business needs
- Supports project management throughout the email workflow, delivery, approvals, QA and deployment
- Executes and reports out on A/B tests to continuously improve performance
- Reports out on campaign performance on a weekly, monthly and quarterly basis with actionable insights for cross-functional teams
- Conducts competitive landscaping to stay abreast of the latest trends in email marketing
- Partner with Brand Marketing and Site Merchandising to ensure cohesive brand messaging, product alignment and linking strategy

Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

Experience Requirements

- Minimum 2 years of experience is required.

Additional Experience Requirements

- Minimum of 2 years' experience in email marketing required

Skills Requirements

- Background in deploying emails (experience with Salesforce Marketing Cloud is a plus)

- Experience with project management tools such as JIRA and Airtable a plus
- Proficient in Excel (basic functions such as VLOOKUP, pivot tables, etc)
- Strong collaboration skills and ability to work in a very cross-functional role
- Proven ability to proactively and autonomously manage projects
- Passionate about developing and optimizing multi-channel strategies that enhance user engagement, retention, and overall experience

Work Area

- Applicant should have experience of working in the following category(ies):
Sales/Marketing/Business Development

Industry Type

- Experience should include the following skills: Retail/Wholesale/Import-Export

Address: New York, NY, New York, NY, United States

Company Profile: Department, Clothing & Shoe Stores

Company Website: <https://www.jcrew.com/>