



### ***WHAT WE BELIEVE***

We believe in inclusion, we believe in self-expression, we believe in no judgement and we believe in individualism.

### ***WHO WE ARE***

We are bold, we are tenacious, we are courageous and brave.

We are a cast of characters;

We embrace our differences and we share our likenesses.

### ***Some of What's in it for You!***

- Paid Personal Days
- Generous Benefit package
- Employee Assistance Program
- Employee Loyalty Reward Program
- Generous welcome gift
- Company events

Are you a passionate and creative marketer with a knack for email campaigns and customer relationship management (CRM)? If so, we have an exciting opportunity for you to join our team as a Mid-Level Email Marketing and CRM Manager at Moose Knuckles. Play an important role within the digital marketing team to drive key media and business goals. Manage relationships with key internal collaborators to feed a collaborative approach to the execution of initiatives.

### **Responsibilities:**

#### **Email Campaign Management:**

- Monitor and maintain the email marketing content calendar and consider all key events when scheduling content for emails.
- Create, design, and implement engaging email marketing campaigns.
- Develop and execute segmented email strategies to target different customer segments.
- Continuously optimize email content, subject lines, and send times for maximum engagement and conversion rates.



- Create engaging and conversion-focused email content and **landing pages**.
- Set up, execute, and track automated campaigns and customer segments to leverage transactional and customer insights.
- Monitor email deliverability and work to improve email list hygiene.

### **Growth of 1st Party Database**

- Assist in building and maintaining a robust growth strategy to boost database.
- Work on offers, incentives (GWP) and promotions to generate more sales and subscribers.
- Design segmentation filters, groups, and distribution lists to improve engagement and campaign efficiency.
- Work on omnichannel building of database w/ B&M
- Build 3rd party partnerships to expand the database. (Klarna, payment channels)
- Set up and leverage and optimize Listrak GXP capabilities and actions to help database growth.
- Utilize customer data to personalize communications and drive customer retention.

### **Customer Segmentation:**

- Work with Listrak (email Platform) to pool customer database, start collecting different attributes online and offline to initiate segmentation.
- Build an omnichannel database, addressing all business needs for Moose Knuckles, understanding business dynamics to maximize returns.
- Utilize customer data to segment the audience for targeted marketing campaigns to enable upsell, cross-sell, retention and repetition and first-time buyers.
- Identify opportunities for creating tailored content based on customer behavior and preferences.

### **Analytics and Reporting:**

- Report on database and segments growth along w/ sales performance
- Analyze email marketing and CRM performance metrics, including open rates, click-through rates, conversion rates, and customer engagement.
- Generate regular reports and provide insights to improve campaign effectiveness.



- Monitor key performance indicators (KPIs) and make data-driven recommendations.

#### **A/B Testing:**

- Plan and conduct A/B tests to optimize email content and CRM workflows.
- Interpret test results to refine strategies for better results.

#### **Compliance and Best Practices:**

- Ensure all email marketing and CRM activities comply with relevant regulations, including CAN-SPAM and GDPR.
- Stay updated on industry best practices and emerging trends in email marketing and CRM.

#### **Qualifications:**

- Bachelor's degree in marketing, Business, or a related field preferred.
- 2-3 years of experience in email marketing and CRM, preferably in e-commerce or retail.
- Proficiency with email marketing platforms like Listrak or other
- Strong analytical skills with the ability to interpret data and make data-driven decisions.
- Project management experience
- Technically adept with the ability to easily pick up CMS and software systems.
- Fast learner and highly motivated self-starter
- Excellent written and verbal communication skills.
- Creative mindset with an eye for design and content.
- Detail-oriented and highly organized.
- A passion for staying updated on digital marketing trends and best practices.
- Bilingual (EN/FR) (preferred but not a requirement)
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Given the international nature of our business and of this position, the candidate will be required to communicate effectively, on a regular basis, with various stakeholders (co-workers, colleagues, customers, suppliers, etc.) located in Canada outside Quebec or throughout the world. Proficiency in languages other than French (notably, English) will be an asset for the successful candidate.



Moose Knuckles is a Canadian company headquartered in Montreal and operating in North America, Europe and Asia. Professional French language proficiency is therefore required and essential for all Montreal-based employees. In addition, the professional English proficiency is also important since it allows to collaborate with the employees of the group based internationally.