

Job Responsibilities:

If you enjoy the fun and challenge of working in a start-up environment, love sports, and lead an active lifestyle, you need to talk with us. A lot will be asked of you, but you will be empowered to own and execute your ideas. This is the opportunity to become part of a team where you get paid for what you love to do.

We are seeking a full-time Email Marketing Specialist in Woodbridge, CT. You will be responsible for the day-to-day, hands-on execution of email strategies to meet CRM growth goals. Reporting to the CRM manager, this specialist will drive revenue from acquired emails, manage consumer loyalty, increase lifetime value, and find ways to keep consumers engaged with UCAN. The Email Marketing Specialist will build programs that best utilize email marketing best practices to drive continuous improvement and efficiencies for consumer growth and retention. This role requires the ability to identify opportunities and solutions that continually optimize email marketing programs.

RESPONSIBILITIES:

- Strategize, build and launch D2C email marketing campaigns that foster and maintain a strong consumer relationship at all lifecycle stages. This includes conceptualizing, building, deployment, testing, measurement, and optimization.
- Collaborate with running, triathlon, and fitness content managers as well as e-commerce and event teams to accumulate new consumers into the funnel. You will then execute email marketing programs to drive awareness, consideration, and conversion across the consumer journey.
- Implement customer segmentation of the email database and drive personalized communications to various audiences based on their customer journey with the company and their interest areas
- Own all post-purchase email journeys.
- Design and deploy a scalable framework for continuous A/B testing and iteration.
- Monitor and maximize the use of marketing automation (including dynamic content) to deliver effective campaigns via email.
- Analyze and report on campaign results highlighting successes, trends and opportunities.
- Maintain pulse on industry trends and best practices, technologies, competitive landscape, etc.

REQUIRED EXPERIENCE/SKILLS/EDUCATION:

- 2-4 years of email marketing experience with a proven track record of developing and managing retention programs.
- Experience with conversion optimization and A/B testing across channels.
- Must be a go-getter, highly motivated, self-directed responsible, collaborative, and passionate about a healthy, active fitness lifestyle and the role nutrition plays.
- Nimble and agile team member with the ability to quickly pivot to meet business objectives.
- Very strong analytical, problem-solving, and interpersonal skills.

- Excellent copywriter and communicator.
- Proficient in Email Marketing Platforms like Mailchimp or Constant Contact; experience with e-mail automation platforms like Klayvio desired.
- Proficient with image editing tools like Canva or Adobe Photoshop
- Bachelor's degree.