

Manager Lifecycle Marketing

Description

About the Role: We're looking for a Manager, Lifecycle Marketing to join our growing CRM team. You'll report to the Sr. CRM Manager. In this role, you will develop CRM marketing strategies to support engagement and retention and manage CRM campaigns through a highly collaborative cross-functional process. This person will manage the day-to-day, hands-on creation, implementation, and optimization of retention-focused email, SMS, and push notification campaigns for the Hair, Mental Health & Skin Categories. The ideal candidate is passionate about the end-to-end customer journey, is data-driven, is a natural at customer-focused marketing, and is relentless at pursuing optimization opportunities, testing, and creative ideation to build a world-class retention program.

You Will: Own execution of retention-focused CRM initiatives for hair, mental health & skin categories, including ideation, briefing, creative, managing timelines, pulling audiences, segmentation, scheduling/set-up, and post-send reporting. Maintain customer journey maps for retention communication journey and ensure maps are regularly updated to reflect current state of live flows. Partner with product marketing, product, creative, and integrated marketing, this person will be responsible for driving projects forward, ensuring they support both the marketing and product roadmaps and OKRs Continuously conduct A/B tests and analyze results to garner insights to improve engagement, and optimize for key revenue drivers, and customer retention, especially in always-on triggered programs (flows). Monitor content KPI metrics, conduct data analysis, and generate reports to evaluate content effectiveness and make data-driven decisions. Ensure high quality and error-free implementation, testing and QA of email marketing campaigns. Partner with CRM leads for other business verticals, including Sex & Weight Management, to uncover cross-vertical opportunities and maximum production efficiency.

You Have:

- Bachelor's Degree, MBA a plus
- 5+ years experience in direct-to-consumer lifecycle management experience including email, in-app, push, and SMS, subscription experience a plus
- A proven track record of driving lifecycle marketing strategy with expertise in retention activities at scale
- Ample experience working with and influencing cross-functional partners (product, design, copywriting)
- Hands-on experience with Braze, Iterable, Marketo, or similar ESP
- Excellent organizational and prioritization skills, and attention to detail
- Strong campaign management and problem-solving skills
- Strong analytical background with experience using various testing methodologies with experience in data-driven marketing
- Ability to drive experimentation focused on core success metrics
- Knowledge of HTML, CSS and email client basics
- Experience managing robust testing roadmaps
- Ability to communicate the benefits of strategies to business audiences of all levels
- Experience driving multiple projects and prioritizing in a fast-paced environment
- Eagerness to be hands-on and proactive
- Strong desire and curiosity to learn
- An in-depth understanding of the healthcare, wellness, or CPG industry a plus
- Knowledge of FDA & HIPAA regulations a plus
- Our Benefits (there are more but here are some highlights): Competitive salary & equity compensation for full-time roles
- Unlimited PTO, company holidays, and quarterly mental health days
- Comprehensive health benefits including medical, dental & vision, and parental leave
- Employee Stock Purchase Program (ESPP)
- Employee discounts on hims & hers & Apostrophe online products
- 401k benefits with employer matching contribution
- Offsite team retreats
- #LI-Remote

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Hiring organization

hims & hers

Job Location

San Francisco, California, United States

Base Salary

\$ 87500 - \$ 120000

Date posted

May 13, 2024

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Contacts

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