

E-mail Marketing Specialist D2C



Locatie **Noord-Holland, Amstelveen**
<https://www.advertentiax.nl/x-2040728-z>

Bedrijfsomschrijving

An FMCG company that is focusing on the imaging business.

Functieomschrijving

Unleash your creativity and analytical skills as the next E-mail Marketing Specialist. Your strategic insights and campaigns will not just reach audiences; they'll engage and inspire photographers and imaging enthusiasts across Europe! You are the key person to develop and execute a comprehensive e-mail marketing campaign strategy to increase the performance of the e-mail channel and to achieve all D2C targets.

Your job as an E-mail Marketing Specialist:
 Joining this Imaging Division, you'll be pivotal in shaping their client's email marketing strategies to enhance direct-to-consumer communications and sales. You will do this by execution of weekly operational tasks such as creation of newsletters for multi country campaigns, align continuously with local CRM team members, handling sending process and alignment on segmentation and e-mail flows. By designing compelling, relevant, and user-friendly newsletters that resonate with the target audience and improve target KPI's. Your role includes:

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What do you bring to the table?

We are looking for a positive and driven person with strong organising and communication skills with extensive experience within a CRM E-commerce driven environment. For this position it is important that you have a deep understanding of the customer journey of the audiences to plan timely and relevant e-mail marketing campaigns. Your strong background in email marketing and CRM systems, ideally SFMC, will be crucial. We are looking for a data driven person with strong analytical skills and proven understanding of customer behaviour and psychology. Additionally, your skills will include:

A bachelor's degree in marketing, digital marketing or business combined with marketing technologies. A minimum of 3-year experience in a similar role, preferably in a multi-market environment. Proficient in A/B testing strategies. Strong skills in tracking tools like Google Analytics and the ability to convert customer data into insights, advice, and actions. Excellent analytical abilities to track and capitalise on marketing insights.

What's in it for you?

A starting contract of 7 months with a competitive salary and benefits package including:

Full travel reimbursement for public transport or € 0,23 per km for commuting. Work from home benefit of € 2,35 per day at home. Variable bonus. Fully paid pension by the employer. Starting with 26 vacation days, leading up to 31 vacation days after 5 years. In case of joining the collective health insurance scheme, an additional supplementary health insurance. Opportunities for your own initiative and creativity.

Sollicitatieprocedure

Ready to join this imaging department and make a significant impact through your expertise? Apply now, and be sure to do so before Friday August 25th. Send your resume and a short motivation. Before we can introduce you to the client, we will invite you for an interview at our Projob office or online. For more information contact us at 020-5738383 or welcome@projob.nl.

Please note that we agreed with our clients to only introduce them to candidates who already live near the job location. Although you might be willing to relocate or commute, this is not an adequate option. [Website easyapply.jobs/r](https://www.easyapply.jobs/r)