

Email Marketing Specialist

Town Shoes Limited

About the Company

There's no place like Town! We have the hottest brands, teams who love shoes & fashion, unlimited career opportunities.

Town Shoes Limited has been part of the Canadian retail landscape for over 60 years! We are a fashion footwear retailer with 200+ retail locations across five banners. Our people make the difference at Town Shoes! We are a diverse group of energetic, passionate and innovative footwear enthusiasts delivering epic customer service. It's more fun at Town!

Purpose of the Job

The Email Marketing Specialist is responsible for the day-to-day, hands-on execution of email marketing programs for Town Shoes Limited and its brands – Town Shoes, DSW, The Shoe Company/Shoe Warehouse. This includes ownership of the setup, maintenance, and weekly/quarterly review of reoccurring and triggered email communications. Additionally, this individual maintains a current understanding of email marketing best practices to help with strategy, list growth and retention, and driving omni-channel email sales growth and engagement. This role will work closely with the brand teams to plan, support and execute email marketing activities to meet and exceed business goals.

Major Responsibilities

- Ability to quickly familiarize with new email campaign management tool through self-exploration
- Builds email campaigns, database selection, HTML presentation and quality assurance of all outbound campaigns
- Performs day-to-day email marketing activities including, but not limited to, email campaign set-up, scheduling, testing, tagging and deployment of one-time, recurring, triggered and



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dynamic content-driven campaigns

- Troubleshoots technical issues related to HTML templates, list segmentation and other aspects of email execution, as required
- Stays abreast of and recommends email marketing best practices as it relates to coding, design and testing of email campaigns - including mobile design, creative layout design, calls-to-action, dynamic content, testing, and CASL requirements
- Manage email lists and provide necessary feeds to support re-targeting efforts
- Analyzes and develops insights from results and conveys recommendations to stakeholders
- Assess current email workflow and define new processes in planning, testing, execution, and reporting on email activities if necessary
- Ensure proper tests are carried out for respective email clients, web browsers, and mobile; work with testing framework to continuously optimize and improve email program
- Assist in the development of strategies that drive growth in lead acquisition, engagement and retention
- Develop weekly, monthly, and ad hoc reporting on Email performance
- Ensure all campaigns are tracked properly for accurate reporting
- Work with cross-functional partners to report on the Key Performance Indicators (open rate, click through rate, conversion rate, Email eCommerce revenue, Omni-Channel Email revenue, opt-out rate, etc)

Qualifications

- A university/college degree
- Retail experience is an asset
- Cross-functional team environment experience
- 2 years of HTML
- 1 year of Adobe Photoshop
- 1-2 years of hands-on experience in email campaign building and list selection preferred
Experience with email tools/campaign management software
- Patience, flexibility, adaptability - this is retail and things can change quickly



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- High attention to detail
- Commercial awareness
- A genuine interest in email marketing
- Ability to think and operate both strategically and tactically
- Strong interpersonal and communication skills (written and oral) with the ability to work effectively with colleagues from within and outside of the department
- Results oriented
- Ability to troubleshoot coding problems
- Advanced knowledge of Microsoft Excel
- Good understanding of database concepts, segmentation and writing queries
- Ability to learn quickly
- Ability to work independently with minimal direction, while also functioning and contributing as part of a team
- Attention to details
- Proactive, energetic personality, curious
- Team Player
- Ability to handle multi-brands/multi-tasking

Job Type: Full-Time

Job Location: CA-ON-Toronto

Apply at <http://www.townshoeslimitedcareers.com/career-opportunities/>

