



## EMAIL MARKETING SPECIALIST

You describe yourself as a team person always ready to push the limits in digital? You love working with data and A/B testing?

**Performance, innovation, and family** are words that speak to you and inspire you?

If so, we have what you need as we are currently looking for an **Email Marketing Specialist**.

The Techno-X Group and its companies are inspired by the desire of surpassing oneself and challenging limits. We are revolutionizing the field of security, technology, customer service, and outdoor activities with our innovative products and services.

### Your mission at GTX:

- Create and support the execution of ad-hoc & recurring email marketing per property.
- Optimize campaigns through A/B testing to improve open rates, click through, conversion, etc.
- Monitor and report on results and implement best practices.
- Collaborate with the teams responsible for the Brand in order to determine the content to be communicated, the dispatch schedule, and the customer segments to target.
- Create and manage a work calendar for email campaigns.
- Create a segmentation strategy.
- Analyze and report on email campaign results providing analysis and insights for different audiences (weekly, monthly, quarterly).
- Ensure our marketing meets & maintains regulatory/compliance standards (CASL compliance and maximum deliverability).
- Collaborate with CRM specialists to build and recommend customer journeys for the different lifecycle stages (i.e. app activation, new, churn, one-timers, active).
- Offer dynamic content based on user behaviours/interests.
- Ensure quality control of all emails.
- Create and manage an email calendar to work-back schedules and manage timelines.
- Maintain an in-depth knowledge of current email best practices and build a roadmap for short, medium and long-term projects.

### Requirements:

- 3 to 5 years of experience in Email Marketing.
- Bachelor's degree or diploma in marketing or a related field.
- Technical skills in HTML, CSS, SQL.
- Excellent project management skills.
- Demonstrated experience managing CRM and segmenting customers.





- Experience with Salesforce.
- Experience with Google Analytics.
- Ability to establish and meet deadlines.
- Enjoy taking initiatives and working in an evolving environment.
- A creative, passionate, autonomous, committed, and proactive person.
- Ability to adapt to change in a performance-oriented environment.
- Ability to produce results with minimal supervision.
- Fluent in both French and English (oral and written) is essential.

### Why choose the Techno-X Group?

- First of all, a work environment where performance, innovation, and family are valued!
- A work-life balance.
- Schedule flexibility for early and late risers.
- No traffic jam, you can work directly from home.
- A 24/7 free access to online doctors.
- A diversified company with a variety of challenges: you can't get bored.
- A group insurance, because we want to take care of our people.

**It is now your turn to tell us about yourself. All you have to do is apply!**

