

## **Eminence Organic Skin Care Email Marketing Specialist**

### **How to Apply**

Please send a cover letter and resume to [careers@eminenceorganics.com](mailto:careers@eminenceorganics.com) with 'Application for Email Marketing Specialist' in the subject line of the email.

For more information on Eminence Organic Skin Care, visit our website [www.eminenceorganics.com](http://www.eminenceorganics.com), Facebook Page [www.facebook.com/EminenceOrganicSkinCare](http://www.facebook.com/EminenceOrganicSkinCare) and YouTube Page [www.youtube.com/user/eminenceorganics](http://www.youtube.com/user/eminenceorganics).

### **The Application**

Closing Date for applications: Sunday, May 19<sup>th</sup> at 9pm PST

*Competitive Salary, Bonuses, Extended Health Benefits, Wellness Program, Product Discounts and Green Transportation Incentives*

**Location:** West Broadway and Cambie, Vancouver, Canada at Eminence's Central Office

**Hours of Work:** Monday – Friday from 8am – 4:30pm

### **Our Products**

Eminence Organic Skin Care provides premium products and unparalleled service to leading salons, spas and beauty professionals. Pioneer of the organic skin care movement, Eminence Organics combines more than half a century of herbal craftsmanship and innovation with Hungarian-inspired healing to offer results-oriented treatments. All of our products use only the freshest ingredients known to nature without harming animals or using any harsh chemicals - we pick only premium quality ingredients to craft natural, organic and Biodynamic<sup>®</sup> skin care that is good for the earth and good for the skin. Every ounce of our products receives personal attention throughout production and packaging.

Eminence Organics cares about the environment and integrates sustainable practices into every part of our business including planting a tree for every product that we sell through our [Forests For The Future](#) initiative.

### **Our Company**

Eminence Organic Skin Care is the leading name in the field of Organic Skin Care. Eminence Organics is renowned as the most unique and effective line of natural skin care products on the market today.

Eminence Organic Skin Care has been voted by skin care professionals as "Favorite Skin Care Line" and "Favorite Product Education", both for ten years in a row, as well as "Favorite All-Natural Line" for eight years in a row and is considered #1 for skin care results in the natural & organic spa industry. Additionally, Eminence Organic Skin Care has won multiple ["Best of the Best" readers' choice awards](#) for the best skin care products available, awards that are the most unbiased, prestigious honours given in the industry today.

Eminence Organics has also won multiple Environmental Awards & is a [Certified B Corporation](#)<sup>®</sup>, recognizing the sustainable farming & green practices we use to create our products as well as recognizing the progressive people practices we exemplify in supporting our team-members.

Since the arrival of Eminence Organics in North America, our business has experienced tremendous growth in every major market in North America and has created distribution channels in over 60 countries.

Currently with over 300 team-members worldwide and with thousands of dedicated and loyal spa and salon business partners, Eminence Organics has products which touch millions of faces and bodies across North America and throughout the world each year. Our charitable initiatives, including the [Eminence Kids Foundation](#), impact thousands of lives each year.

### **Our Core Values**

Extraordinary Service, Infectious Enthusiasm, Sincere Respect, Supportive Teamplay, Proactive Reliability, Passionate Dedication.

**Role Summary**

Eminence Organic Skin Care is looking for an Email Marketing Specialist who is passionate about skin care and wellbeing. The Email Marketing Specialist knows how to use email marketing best practices and web analytic insights to enhance Eminence Organics' digital presence.

The Email Marketing Specialist will work cross-departmentally to engage both spas (Eminence Organics' Customers) and End-Consumers with Eminence's brand & products through effective marketing emails and transactional emails.

**Reporting and Peer Relationships**

The Email Marketing Specialist reports to the Digital Marketing Team Lead and will work closely with everyone in the Digital Experience Team, Marketing & Communications Team as well as other departments throughout Eminence.

**Overall Roles and Responsibilities**

Duties and responsibilities include, but are not limited to:

**Email Marketing**

- Maintain a solid understanding of email marketing strategies, best practices and regulations throughout North America (including CASL) and Global markets (including GDPR)
- Work with the Digital Experience Team and cross-departmentally to develop and implement a complete email marketing strategy (including strategies for new email acquisition and campaign content for Professional Customers, Leads and End-Consumers)
- Maintain the email marketing content calendar
- Maintain email contacts in Eminence's email marketing and marketing automation technology (currently *HubSpot*)
- Develop End-Consumer and Professional Customer email campaigns and automated email workflows
- Conduct A/B testing to optimize End-Consumer and Professional Customer email campaigns
- Carry out segmentation of the email database and implement remarketing strategies
- Create and develop new mobile-friendly email templates and redesign of existing templates individually and in collaboration with Eminence's Graphic Designers and Web Developers
- Generate and present reports and analytics of Eminence's email marketing strategy, including the financial impact of the email marketing channel on Eminence's B2B ecommerce
- Organize email marketing across the organization in efforts to improve efficiencies and reduce operating costs
- Work collaboratively with the Marketing & Communications Team to ensure cohesion between email communications and offline marketing communications
- Work collaboratively with Eminence's Customer Development Team to ensure cohesive email follow-up to professional attendees at industry Tradeshows & Events
- Optimize all transactional email correspondence
- Create meaningful user experiences through email that promote long-term engagement with the Eminence brand
- Identify areas of opportunity and improvement in the email processes and content

**B2B Ecommerce**

- Contribute to the financial success of the business by driving ecommerce sales through the email marketing channel
- Use web analytic and sales data to maximize sales and optimize the user experience

**General**

- Provide coverage for other members of the Digital Experience Team as needed, especially the Digital Experience Coordinator
- Perform Other Duties as Required
- Exemplify the Eminence Organic Skin Care Core Values

- Keep commitments and meet deadlines
- Execute development schedules and campaign schedules on time
- Ensure accuracy of facts, grammar and spelling in all content
- Stay informed of best practices and innovation in business and technology
- Utilize appropriate business language in all forms of communication
- Be willing to work extra time during busy periods and when requested
- Respond to internal and external Customer calls and e-mails within 1 business day

### **Experience Required**

- Post-secondary education in Business or Communications with a Marketing focus or related experience
- Digital Marketing experience with a focus in email marketing and marketing automation technology – 2+ years
- Ecommerce experience – 2+ years (B2B Ecommerce experience an asset)
- Web Analytics (Google Marketing Platform Tools) – 2+ years
- *HubSpot CRM & Marketing Suite* experience an asset
- Email template development experience an asset
- Digital graphic design experience an asset
- Drupal and Drupal Commerce experience an asset
- Skin care industry experience or proven passion for the industry an asset

### **Skills Required**

- Website Management and User Experience design
- Impeccable written and oral English skills
- Exceptional attention to detail
- Ability to multitask and manage time effectively to meet deadlines
- Ability to work in a fast-paced, rapidly changing environment
- Intermediate-Advanced knowledge of Microsoft Office (Outlook, Word, Powerpoint, Excel)
- Excellent interpersonal and communication skills
- Impeccable proofreading ability
- Working knowledge of HTML and CSS