



## **EMAIL MARKETING ASSOCIATE, New York City**

We are looking for a brilliant, full-time Email Marketing Associate to join the Manicube team! The ideal candidate is organized, self-motivated, passionate about engaging customers through email communications, and excited to own this marketing channel from soup to nuts. If you long for a high-responsibility marketing role at a start up that taps into both your creative, strategic, and analytic mind, this is an excellent opportunity!

### **ABOUT MANICUBE:**

Manicube will become the leading national mobile salon services provider by disrupting the unsophisticated, antiquated salon industry. We are building the largest online marketplace for beauty services targeted at working women. Today, Manicube offers the convenience of quick manicures to busy professionals at their place of work. Our licensed manicurists visit client offices weekly to provide 15-minute manicures to employees. All appointments and payments are booked via our website. We currently serve 80+ clients across a variety of industries in both the New York and Boston markets and are focused on rapid geographic expansion.

The company was started in July 2012 by two Harvard Business School graduates. Manicube prides itself on making the working woman's life easier by chipping away at one of the many chores she's trying to balance with commitments to career, family, and herself. We believe that a small, convenient lifestyle change—saving her an hour a week—can add up to make an impact.

### **WHAT YOU'LL DO:**

As the Email Marketing Associate, you will own the entire email channel including campaign content, production, delivery, testing, and results measurement. You will work with the larger Marketing and graphics design team to develop our lifecycle, promotional, seasonal, and transactional email strategies and execute them flawlessly.

### **SPECIFIC RESPONSIBILITIES:**

- Manage end-to-end email campaign production, including content optimization, campaign set up, list segmentation, A/B testing, deployment and results analysis.
- Identify and develop new creative campaigns and maintain an organized email calendar.
- Monitor day-to-day operations, including deployment management and deliverability analysis.
- Optimize and test all campaigns and messaging to adhere to brand positioning and email best practices.
- Increase customer engagement by developing treatments for customer segments.
- Establish list health/deliverability benchmarks and maintain a productive customer database.
- Generate campaign reports and email analytics to understand effectiveness and engagement.
- Serve as internal email expert, sharing email best practices in branding, design, messaging, functionality, lifecycle nuances, and promotional effectiveness.

**SKILLS & QUALIFICATIONS:**

- Bachelor's Degree, preferably in marketing, business, or communications
- At least 1 year direct marketing experience, preferably in consumer marketing
- Hands-on experience executing email campaigns, including lifecycle and transactional
- Strong understanding of email best practices, email production, and CANSPAM
- Expert knowledge of HTML/CSS and Excel
- Experience in Photoshop/Illustrator a plus
- Excellent verbal and written skills with strong project management skills. Must be comfortable with reporting and analytics.
- Authorization to work in the United States

**WHAT ELSE YOU NEED TO HAVE:**

- Ability to work under pressure, meet deadlines, and execute multiple projects simultaneously.
- Must thrive in a fast-paced, rapidly changing environment and be able to work independently.
- Grace: You are self aware with stellar communication skills and high Emotional IQ.
- Great organizational skills and attention to detail.
- Hustle: You have no problem doing the gritty work AND the higher-level thinking.
- A solutions driven mindset, with a 'yes, that's doable' and get-stuff-done approach.
- Data-driven decision mentality and sound business judgment through strong analytical thinking.
- A love of technology and all it can do to make our business processes hyper efficient.
- Flexible, entrepreneurial attitude: you are eager to play with different models to help us scale.

**PERKS:**

- Join a fun-loving and innovative team.
- A ground floor opportunity to shape the strategic direction of our company.
- Free manicures and massages!
- Make a difference: We're making working women's lives easier, reinventing the services industry and revolutionizing the fragmented salon market.

**COMPENSATION:**

Compensation negotiable based on experience.

**CONTACT:**

Please send your resume and cover letter to [careers@manicube.com](mailto:careers@manicube.com) to apply.