



Full-time Marketing & Customer Experience Specialist - 40 hours per week Toronto, On

As our Marketing & Customer Experience Specialist, you will report to and work closely with our Marketing & Customer Experience Supervisor and the Growth & Analytics Project Leader. The role supports a fast-paced team that is focused on driving acquisition, retention and engagement in both our direct-to-home subscription and authorized retailer channels. Key areas to drive growth and retention will be CRM channels including email, SMS, direct mail and others. The ideal candidate is seeking an opportunity to have a real impact on a fast-growing and exciting brand. They will be responsible to ensure that all CRM initiatives are executed on time and in accordance with CASL regulations, best practices, business goals and established metrics.

Job Responsibilities

- Ability to think through audience segmentation, email/SMS personalization, A/B and multivariate testing as it relates to each campaign
- Collaborate with Marketing & Customer Experience Manager and Growth & Analytics Project Lead to define channel strategy and roadmap to deliver programs that line into the overall business objectives
- Create, test, and deploy a variety of CRM campaigns with strict adherence to the marketing calendar (including email, SMS, direct mail, etc.)
- Conceptualize, scope, segment, implement, optimize cross-channel journeys and content personalization strategy that lines into CRM program KPIs
- Responsible for A/B and multivariate testing
- Support direct team to ensure all marketing communications are error-free and consistent with brand guidelines and values
- Collaborate within a multidisciplinary team, across departments, internal and external stakeholders, such as: in-house and outsourced graphic designers and printers, copywriters, in-house and consulting animal nutritionists, in-house and consulting chefs, IT teams, authorized retailers, other professional consultants and also with the two founders.
- Own, reach and surpass your campaign KPIs that you are accountable for by continuously proposing ways to improve performance through data analysis, relevant/personalized content and optimizing conversion funnels
- Collaborate with the insights team to validate current objectives, track progress, and adjust objectives as new insights are found
- Report on performance with a focus on recommending appropriate action based on campaign and journey results
- Proactively define a quarterly improvement plan, execute and measure tests to improve performance, synthesize results and present to management
- Build and maintain guidelines for assigned projects and channels and proactively guide and influence the creative team to ensure the best possible outcomes
- Document procedures and build training material for others to follow
- Stay current with industry trends and benchmarks



- Facilitate sharing of channel learnings to Marketing teams
- Experience with budget management and ensuring strong KPI metrics are achieved against the budget
- Engage external partners to most effectively contribute to the project deliverables.
- Ensure email compliance with CASL/CAN-SPAM/anti-spam and privacy regulations
- Understanding of CRM compliance & best practices, list clean-up and maintaining a clean database, prospect and subscriber segmentation, improving email deliverability, data integrity, etc
- Training shifts in retail operations and food production to learn the business as a whole

Desired Skills And Experience

- Bachelor's degree (business economics, marketing, or communication-related fields)
- 3+ years experience in a digital marketing role
- Keen attention to detail
- Strong organization and prioritization skills
- Ability to take an analytical data-driven approach
- Excited to work in a fast-paced environment
- Analytical aptitude with a focus on making data-driven decisions
- MS Office, especially Excel.
- Ability to work with large datasets and summarize findings in a clear format
- Strong understanding of customer segmentation, customer lifecycle stages and CASL
- Great written communication skills in English (French is an asset)
- Experience with email service providers (e.g. Klaviyo) and Google Analytics an asset
- Experience with Shopify is an asset
- Proficient knowledge of design software, such as Adobe Suite of products (Illustrator, Photoshop) and Canva
- A customer-centric mindset and strong problem-solving skills
- Passion for food, nutrition and pets

WHY TOM&SAWYER?

We've been "Keepin' It Real" Since 2015! Tom&Sawyer's chefs gently cook the highest quality, human-edible pet food available and our marketing and customer experience team members strive to match that quality in all customer interactions with our brand every day!

What We Have To Offer

- Paid Personal and Sick Days
- Annual performance bonus program
- Ability to participate in the Employee Equity Incentive Plan
- Meal plan program for employee's dog/cat
- Employee discounts on all products

Please send your cover letter and CV to: careers@tomandsawyer.com