

Klaviyo Email Marketing Specialist

WHO & WHAT

Rainfactory is looking for a Klaviyo Email Marketing Specialist to create and execute campaigns for a variety of tech and consumer goods clients. We're looking for someone that gets what makes customers love brands; someone who stays up-to-date on best practices and looks for inspiration in how others use email; someone who enjoys working with startups and new brands, and is always on the lookout for innovative new companies and product offerings; an exceptionally good writer, who regularly challenges themselves to make processes, systems, and teams better. Your role will be pivotal in driving customer retention and loyalty through effective email marketing strategies.

In addition, we're looking for someone who loves working with teams, is creative, reliable, and tuned into the world around them; someone with high standards for themselves and others who will not settle for anything less than excellence; someone curious, eager to learn, and always trying to improve; someone kind, thoughtful, hard working and fun to work with. *Who you are*, in addition to what you do, should enrich the company. If this sounds like you, please apply!

OUR TEAM

Rainfactory, Inc. is a multiple award-winning marketing and advertising agency that specializes in blending traditional marketing and advertising techniques with new media best practices. We're experts in crowdfunding and e-commerce. We've run successful campaigns for everything from gaming consoles to pet products and motorized skateboards. We work with companies of all sizes—from giant ones like Hallmark, Logitech, and Philips to startups that have zero experience bringing a product to market. Our goal is to work with the coolest, kindest clients doing big-picture things, and to amplify their reach with data-proven strategies that excite target markets.

REQUIREMENTS

- Full proficiency with Klaviyo.
- 3+ years experience in email marketing, lifecycle marketing and/or marketing automation.
- Experience leading SMS marketing campaigns.
- Ability to work in a US Time Zone (PST/CST/EST) 5 days/week, 40 hours/week.
- Excellent verbal and written communication, spreadsheet organization, and interpersonal skills.
- Strong understanding of email marketing KPIs including open rate, click rate, clickthrough rate, attributed revenue, soft bounces, hard bounces, spam rate, etc.
- Desire to collaborate with cross-functional teams to ensure the highest quality hand-offs.
- Native English fluency
- **Cover letter, resume, and portfolio of 3-5 writing samples** (e.g. email campaigns, blog posts, articles, essays, website copy, etc.)

BONUS POINTS

- Design skills and/or aesthetic sophistication.
- HTML/CSS knowledge.
- Knowledge of legislation affecting email marketing and SMS, including CAN-SPAM, CASL, GDPR, etc.
- Knowledge of sender reputation, DKIM, SPF, DMARC, and BIMI.
- Experience with other variety of ESPs (MailChimp, Attentive, Sendinblue or similar)
- Experience with the ActiveCollab Project Management Tool, Slack, Google Docs, Google Looker Studio.
- Participated in a successful crowdfunding campaign, either as a Backer or as a Creator.

PRIMARY RESPONSIBILITIES

- Managing at least 3 eCommerce clients' campaigns & automations in Klaviyo.
- Managing clients' subscriber base, deliverability, and quality of engagement.
- Copywriting, staging, and execution of email marketing campaigns and automated flows for lifecycle marketing.

- Designing and customizing emails with support from visual designers as needed.
- Communicating with clients via Zoom calls to discuss performance and get feedback.
- Crafting a strategy for content and communications.

ATTRIBUTES & CHARACTERISTICS

- You must have a hunger to learn, grow, and share what you're excited about. We help each other improve as a team every day, and we want you to be a part of that.
- You're self-directed, and not likely to sit idly by until someone hands you a task.
- You're willing to go above and beyond in order to fulfill a wide range of copywriting duties.
- You're patient and can offer, accept, and embrace constructive feedback.
- You possess a mastery of the written word that translates into effective communication for our clients.
- You have a writing and communication style that is fresh, consistent, customer-friendly, and can be adapted or tweaked to fit the voice or style of our clients.
- You are trustworthy and have high integrity.
- You have drive, a positive can-do attitude, and the ability to inspire others.
- You understand the dynamics of working within a team and know when to speak up.
- You're just, like, a super cool person.

PERKS AT WORK

- Positive, supportive, and fun team members who are driven to excel.
- A workplace built on trust, transparency, and constructive feedback.
- Remote-friendly workplace!
- Culturally-diverse team from across the globe.
- Personal and professional development opportunities.

SALARY RANGE

- \$40k to 60k USD depending on experience.

****Please email your cover letter, resume, and 3-5 writing samples to jobs@rainfactory.com.**