



About:

Bespoke Investment Group provides clients with timely investment ideas that are presented in a way that's easy to read and understand. Bespoke's original content and unique ways of analyzing the market are viewed as a refreshing change from the cookie-cutter research provided by most Wall Street research shops, and this is evidenced by our large following from both individual and institutional investors as well as the financial media, which uses our work on a daily basis.

Job Description:

We are seeking an Email Marketing Manager to manage and optimize Bespoke's Email Marketing, CRM & Retention efforts. You will be our in-house expert on Email Marketing strategy and execution, obsessed with driving best-of-breed performance. You will work with our compliance team to plan and execute all email and lifecycle marketing projects at each touch point in order to build greater loyalty and increase LTV amongst Bespoke's consumers. You will build on strategies to retain our active customers and identify unmet customer needs.

Responsibilities:

- Operate Bespoke's email marketing channel with keen focus on driving retention and LTV.
- Analyze cohort performance to identify areas for improvement, reporting on overall engagement and retention rates, understanding when and why people churn.
- Optimize email delivery for performance and develop and execute ongoing A/B testing plans, sharing relevant results with cross-functional teams.
- Strategize and develop customer lifecycle communications and content marketing that can be leveraged within the Email Marketing channel as well as more broadly in additional areas of the business.
- Work closely with team to ensure compliance across all customer touch points.
- Work closely with other team members to improve the customer journey and product ex-

Skills:

- Self-starter with a dual focus on performance and brand.
- Exceptional multi-tasking ability.
- Detail-oriented, organized and accurate.
- Strong analytical and problem-solving skills, matched with the ability to tell a story with the data and recommend optimizations.



Email Marketing Manager

Requirements:

- 2+ years of experience managing Retention/Lifecycle Email Marketing for a direct-to-consumer subscription business.
- Ability to create and edit HTML and CSS email templates.
- Excellent analytical skills; ability to formulate logical, data-driven business insights and test new ideas to improve retention.
- Hands-on expert with ESPs.
- Comfortable working collaboratively with a team.

Compensation:

This is a full-time position with a starting salary of \$60-80k + benefits and annual bonus.

Timeline:

Bespoke is looking to fill this role as soon as possible. Please call (914)-315-1248 or email justin@bespokeinvest.com with résumés or referrals.