

Email Marketing / CRM

"We are looking for the independent thinkers, the fighters, the passionate, the creative, the defiant, and the determined! We hire for attitude and then for skill. If you are passionate about building Internet companies, we want to hear from you!"

APPLY NOW

Requirements

- Strong analytics and verbal communication skills and excellent interpersonal skills
- A strong team player that is collaborative with a positive can-do attitude
- Understanding of workflows, list segmentations, batch and trigger email campaigns
- Experience with HTML and CSS
- Ability to identify relevant business KPIs and applicable processes
- Experience with using a CRM system or managing lists of data

Responsibilities

- Work across the business to drive customer insights for ensuring consistent action plans and setting out the customer segmentation & targeting plans in order to improve the direct marketing campaigns and reorder rates
- Develop, manage and improve the email campaigns as well as push notifications and reporting structures
- Review deliverability, email performance and other metrics with the team to continuously evolve and improve campaign performance
- Report key metrics to the team on a weekly, monthly and quarterly basis
- Work cross-functionally with corporate marketing, demand generation, customer success, business operations and other areas of the organization to discuss email execution goals, timelines and success metrics in order to deliver a best-in-class end-user, customer and partner email experience
- Align with marketing operations to deliver reliable data and functionality from our campaign efforts in our automated system to our CRM system

Benefits

- Full-training by our head of marketing
- International work environment (50% Thai / 50% foreigners)
- Young and motivated team (start-up spirit)
- Growing company = growing advantages and salary packages
- Regular company events.

About us

Rabbit Internet is a company builder and a venture arm of the BTS Group. We developed the unique Rabbit Internet Platform to bring growth to emerging Thai start-ups. We partner with entrepreneurs to build market leading Asian Internet companies and aim to serve the 600 million consumers in South East Asia by 2020.

Up for a challenge?

Share with us:
CV, start date

Email:
hr@rabbitinternet.com