



You describe yourself as a team person always ready to push the limits in digital? You love working with data, A / B testing and pushing the boundaries in the Email channel?

Performance, innovation, and family are words that speak to you and inspire you?

If so, we have what you need as we are currently looking for an Email Marketing Manager.

The Techno-X Group and its companies are inspired by the desire of surpassing oneself and challenging limits. We are revolutionizing the field of security, technology, customer service, and outdoor activities with our innovative products and services.

Your mission at GTX:

Email Marketing ·

- Develop the CRM program proactively, by having a multi-channel vision of the customer journey;
- Manage and build various email newsletters and campaigns and manage; production within Salesforce Marketing Cloud;
- Create and implement test strategies, including A/B multivariant testing;
- Focus on segmentation, delivering more specific relevant messages to select audiences based on behaviour on past email engagement and website interactions;
- Analyze and report on email campaign results providing analysis and insights for different audiences (weekly, monthly, quarterly);
- Ensure our marketing meets & maintains regulatory/compliance standards (CASL and CAN-SPAM compliance and maximum deliverability);
- Project manage by creating Email Calendar.

Email Automation

- Ensure accuracy of data and mapping out plan with the help of flowcharts;
- Build and recommend customer journeys for the different lifecycle stages (i.e. app activation, new, churn, one-timers, active); · Ability to map the desired customer journey based on proposed business rules and logic;
- Plan, build and execute cross-channel communications, campaigns and nurture programs in a flexible and timely manner;
- Provide a problem solving and “point of escalation” technical support function.

Requirements:

- 3 -5 years of experience in email marketing;
- Bachelor’s degree or diploma in marketing;
- Experience with Salesforce Marketing Cloud;
- SFMC email specialists certified;



- Required experience with Google Analytics;
- Technical skills in HTML, CSS, SQL;
- Excellent project management skills;
- Strong attention to detail;
- Demonstrated experience managing CRM and segmenting customers;
- Ability to establish and meet deadlines;
- You thrive in ambiguity and are comfortable with change;
- You listen, take feedback, respond quickly, and take initiative with a sense of urgency;
- You are authentic, diplomatic, thoughtful, and always have the best intentions;
- Bilingual both verbal and in writing: French and English.

Why choose the Techno-X Group?

- First of all, a work environment where performancefamily, innovation, and family performance are valued!
- A work-life balance;
- Schedule flexibility for early and late risers;
- No traffic jam, you can work directly from home;
- A 24/7 free access to online doctors;
- A diversified company with a variety of challenges: you can't get bored;
- A group insurance, because we want to take care of our people.

It is now your turn to tell us about yourself. All you have to do is apply!