

LowestRates.ca

1910 Yonge St. Suite 401
Toronto, ON Canada M4S3B2
LowestRates.ca
416-487-2837

eCRM Manager

LowestRates.ca is passionate about personal finance. A simple belief drives our team: that Canadians deserve to have choice when they make financial decisions. Our website offers that choice by providing consumers the ability to quickly and easily compare financial products like insurance, mortgages, credit cards and loans.

LowestRates.ca is a Toronto-based company that was founded in 2012, and is part of the MaRs FinTech cluster. We've received numerous awards and media features for our work in the FinTech space. We were recently ranked as the 11th fastest growing company in Canada in 2018 on Canadian Businesses' Growth 500 list and we were ranked 9th on Deloitte's Technology Fast 50 list in 2018 as well. We have also made PROFIT Magazine's Startup 50 list for the past two years and our CEO was recognized by EY as one of Ontario's top entrepreneurs.

We're looking for self-starters who thrive in a fast-paced environment. This is an exciting full-time opportunity at our office in the heart of Toronto at Yonge & Davisville.

Are you a self-motivated and passionate eCRM Manager looking to join one of Canada's fastest growing companies?

Role Summary:

As the eCRM Manager, your primary responsibility will be to develop, manage and execute strategic email marketing campaigns to promote our brands and drive lead generation. You should be comfortable with analytics as you will lead customer segmentation, lifecycle management and retention. This is a fantastic opportunity for someone who is looking to own the entire email marketing process!

Specific Duties Include:

- Develop a robust email marketing strategy that leverages what we know about the consumer and drives communication with them
- Set-up and deploy email marketing campaigns with clear objectives
- Develop test & learn plans for optimizing targeting, creative and marketing messages
- Ensure email messaging is on brand and ladders up to overall marketing strategy
- Set and deliver on tangible content and campaign goals (i.e. open rates, ROI, engagement, etc.)
- Work with analytics specialists to track and monitor past and current email marketing performance and make the necessary recommendations to bolster engagement

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- Own the monthly report on the performance of email marketing efforts and evolve these into reporting dashboards that look into quantitative + qualitative measures of response, engagement, interest and sentiment
- Take the lead on establishing a protocol for email marketing and eCRM

The Successful Candidate:

- Exceptional in creating, managing and reporting on email campaigns using an established platform such as Maropost (preference) InfusionSoft, ExactTarget, or Responsys
- Strong familiarity with data-driven customer lifecycle marketing and retention
- Strong technical understanding of the analytics and analytical tools associated with the role
- Comfortable with wearing many hats
- Outstanding problem solving and analytical skills, including resourcefulness, attention to detail, and comfort tackling ambiguity
- Experience working in an agency and in-house environment (not mandatory)
- Startup industry experience (not mandatory)

What's In It For You?

- Very competitive compensation
- Growth opportunities
- Performance-based bonuses
- Health and wellness programs
- State-of-the-art systems and tools
- Collaborative work environment
- Casual dress code
- All-you-can-eat snacks and all-you-can-drink coffee!
- Paid social events
- Centrally located in midtown Toronto, on the subway line and close to restaurants and pubs

If you think you have what it takes to be successful in this role, please send your resume in confidence to careers@lowestrates.ca. We thank all applicants, but only those candidates meeting the role requirements will be contacted.