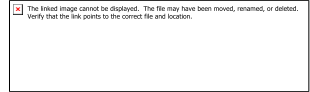


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Job Title: Email Marketing Associate

Have a Passion for Health & Wellness? Our Team is Growing!

We are seeking a talented and ambitious candidate to join our Email Marketing team! The email marketing efforts here are designed to inspire customer acquisitions, engagement and increase retention. This candidate must thrive in a fast-paced environment and can adapt to changing priorities, strict deadlines, and a commitment to quality execution while combining strategic vision with demonstrated email marketing experience. In addition, must be metrics driven, with a keen focus on ROI targets, analyzing large data sets, and can make actionable business decisions. S/He will manage the production, execution, and evaluation of a robust schedule of email campaigns.

Who Are We?

At Healthy Directions, our name says a lot about us. We're movers, leaders, guides--each of us dedicated to inspiring wellness in everyone we meet. Industry-leading health experts. Groundbreaking content. Exceptionally high-quality nutritional supplements and natural beauty products. We're all about giving our customers the tools they need to be healthier today, so they can get the most out of every tomorrow. We've been at it for 25+ years now, helping over 5 million customers lead healthier, happier lives along the way.

If you're looking for a career where you can really make a difference while doing something you love, then we want to hear from you!

Responsibilities:

- Develop cross product email platforms to drive awareness and sales for all Healthy Directions and Adaptive Health brands
- Create and manage user segmentations
- Help further develop the email acquisition strategy for shopping cart abandons
- Leverage email marketing tools to develop transactional, promotional, and informational content strategies that maximize customer retention, win-back, cross-sell and up-sell programs
- Manage creation and execution of email marketing campaigns that deliver against business goals
- Create data-driven, dynamic email campaigns and tests that deliver against ROI targets through a highly segmented customer base
- Drive and optimize key traffic and revenue metrics including CTR, open rates, incremental revenue lift, LTV, retention, and customer acquisitions
- Manage comprehensive testing & reporting that accurately assesses delivery, profitability and performance of each email campaign on a daily, weekly and monthly basis
- Maintain and ensure high levels of data integrity

Desired Skills and Experience:

- 3+ years demonstrated success in email marketing
- Bachelor's Degree in Business or related discipline or equivalent experience.
- Demonstrated success in managing high volume integrated email marketing programs for consumer audiences
- Experience managing and growth of existing drip campaigns
- In-depth knowledge of IBM Silver pop or another top tier email marketing/CRM
- Exposure to other direct marketing tools such as Litmus, Mail Chimp, Constant Contact, etc.
- Results-driven with exceptional detail and knowledge around metrics, specifically A/B testing and ROI analysis

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- Understanding of HTML, basic image editing functions with an eye towards award-winning email designs
- Experience in analytics is required
- Proficiency with Microsoft Word, Excel, and PowerPoint
- Excellent verbal and written communication skills, including solid proofing skills
- Organized and detail-oriented
- Proven ability to multi-task in a deadline-driven environment
- Ability to work effectively as part of a team
- Effective and creative problem solving and decision-making skills
- Collaborative and focused on solving problems

Here's what you get:

- A healthy, positive work environment
- Competitive compensation and benefits, including annual bonus opportunity
- A generous, company-matching 401(k)
- Robust healthcare coverage, including Medical, Dental and Vision, plus 24/7 access to doctors online
- Plenty of paid time off to help keep your home-work life in balance
- Extra paid time off to do some kind of volunteer activity, because we believe in giving back to our community
- Fruits and veggies in our gourmet kitchen
- Free lunchtime yoga classes and fitness boot camps on-site, run by professional trainers. (And, did we mention, they're FREE?)
- Employee-only access to a full on-site fitness center
- Free parking garage access
- We encourage our team members to enter local fitness events—races, charity walks and more—and we'll pay your entry fee.
- Generous employee discount on all products, including nutritional supplements and natural beauty products
- Healthy workspace: We're based in a LEED Platinum certified building with ergonomic workstations and outdoor walking trails.
- Easy access: Our convenient location in North Bethesda is just minutes from the exits of major DC-area highways, with a free Metro shuttle and easy bus access.

Healthy Directions is part of Adaptive Health, a leader in science-based product development with a full portfolio of scientifically formulated nutritional health brands, including Instaflex[®], Nugenix[®], Peptiva[®] and Lumiday[®],

Our company is committed to equal employment opportunity. We will not discriminate against employees or applicants for employment on any legally recognized basis ["protected class"] including, but not limited to: race; color; religion; genetic information; national origin; sex; pregnancy, childbirth, or related medical conditions; age; disability; citizenship status; uniform service member status; or any other protected class under federal, state, or local law.