

## JOB POSTING REQUEST FORM

### Job Details

Reference #	CP-318-2021
Company Name	Beesline International
Industry	Cosmetic
Vacancy	eCom Retention Specialist/Manager
Job Type ( <i>FT, PT, Contractual, Seasonal</i> )	FT
Major(s)	Marketing
Degree	Bachelor's Degree in Business Administration, Marketing, or other disciplines when work experience is relevant
Years of Experience	Relevant experience: 1 - 5 years
Location	Bshamoun – Lebanon
Application Deadline	
Remuneration & Benefits	
Tasks & Responsibilities	<p>If you're driven by passion and have strong organizational &amp; analytical skills, this position may become a milestone on your career path. Beesline is looking for an <b>eCom Retention Specialist/Manager</b>.</p> <p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>• Drive double-digit month-over-month repeat purchases growth</li> <li>• Activate repeat purchases through the following segments of customers: never ordered, new, active, single testers, churners</li> <li>• Achieve budgeted/forecasted monthly and yearly online sales</li> <li>• Contribute to the achievement of offline IMS</li> <li>• Influence availability of goods through input on forecast according to past performance and foreseeable opportunities</li> </ul> <p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Segment database via customer lifetime value model, RFM model, and other necessary perspectives</li> <li>• Drive digital customer retention/repeat purchase activities: digital advertising, referrals, company-sponsored push, email marketing, notifications, SMS, surveys, callbacks, etc.</li> <li>• Stimulate base usage for the first time, through web notifications, email marketing, SMS, etc.</li> <li>• Manage performance of marketing across different channels: acquisition emails, paid retargeting, conversion optimization, surveys, and callbacks</li> </ul>

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- Develop and implement new retention initiatives/programs based on data analysis, and segmentation
- Design and execute retention marketing campaigns and manage content generation/development
- Create and update digital marketing strategies that will support the organization to achieve its aims as part of the overall Marketing and Communications plan
- Work with the Marketing team to create high quality content for a range of online platforms which is optimized and consistent with the brand and tone of voice
- Experiment constantly to identify and refine retention channels and tools and optimize conversion funnels
- Report performance weekly and monthly to analyze and optimize and set clear action plans

Other qualifications include:

- Ability to thrive in a cross-functional environment while juggling multiple responsibilities
- Ability to work under pressure
- Flexible, adaptable, solution oriented
- Strong hold on numbers
- Advanced MS Excel skills. Ability to analyze campaign performance, draw insights/conclusions, and manipulate data
- Tech savvy. Able to learn and use web tools
- Fluent in English and Arabic

Location: Bchamoun, Lebanon

Education: Bachelor's Degree in Business Administration, Marketing, or other disciplines when work experience is relevant

Relevant experience: 1 - 5 years