

Carhartt is the original US workwear brand that has been creating high quality workwear since 1889 to serve and protect hardworking people. Our products are robust and excel in durability, comfort, functionality, fit and styling. Customers and craftsmen appreciate our products and have often been fan of our legendary American brand for many years. Our products can be used for many (professional, crafts and active outdoor) activities and can be worn during and after work.

For our eCommerce team at Carhartt EMEA/PAC, we are now looking for a new team member:

Jr. CRM Marketeer

The Jr. CRM Marketeer responsible for optimal use of CRM in both insights & contacts with prospects and customers. This role is responsible to execute our CRM strategy using channels such as email, loyalty and messaging. The Jr. CRM Marketeer has a focus on increasing and exploiting our customer database to increase customer lifetime value. Email automations, newsletters, revenue opportunities and a qualitative, content driven approach are part of the daily work.

The Jr. CRM Marketeer helps ensure CRM and email marketing are included in all campaigns. CRM is a new growth opportunity that increases revenue and decreases our reliance on paid advertising. This role represents an exciting opportunity to set up a CRM program which will connect Carhartt even further with brand fans.

The Jr. CRM Marketeer reports to the CRM Marketing Specialist and is part of the ecommerce team at Carhartt EMEA/PAC (Amsterdam, the Netherlands).

Some of your duties and responsibilities will be:

- **Email Marketing Management:**
 - Proactively manage the weekly newsletter process, including preparation, distribution, and performance analysis.
 - Support the development and optimization of email automations to enhance customer journeys.
 - Streamline the planning and production workflow for all email communications.
- **Data Analysis & Strategy:**
 - Analyze customer database to create effective segments for targeted email campaigns.
 - Identify and pursue new revenue opportunities beyond standard content initiatives.
 - Support the rollout and optimization of loyalty initiatives that drive long-term customer engagement.
 - Assist the CRM Specialist efforts to gather and apply actionable customer insights to improve marketing strategies.
 - Implementation and execution of extensive AB Testing.
- **Cross-Functional Collaboration:**
 - Ensure a consistent brand experience across all consumer touchpoints by collaborating with other channels.
 - Partner with the US email team to identify and adapt effective tools and content strategies for the EMEA market.
 - Closely work with the eCommerce Merchandiser to highlight relevant product opportunities within email communications.
 - Team up with the Paid Media Marketeer to integrate community-driven user-generated content.

- **Process & Platform Support:**

- Help document CRM processes and campaign templates for consistent, scalable execution.

What do you bring to the table?

- Bachelor level education in a relevant study (or comparable working experience with relevant courses).
- Minimum of 2 years of experience in an online support role.
- Working experience with existing CRM applications (BlueCore, Salesforce Marketing Cloud, Klaviyo).
- Data driven and knowledgeable about CRM related KPI's.
- Proficiency in Figma is a strong plus
- Understanding and/or experience with paid advertising (Google / Facebook).
- Strong communication skills and multi-lingual abilities: excellent business level of the English language both written and verbal required, proficient knowledge of the Dutch and/or German Language (and/or French) is a plus.
- Ability to work independently, quick learner in gathering information from various sources and work in a team environment.
- Great stakeholder management skills.
- Excellent time management skills.
- Working experience in an international and multi-cultural environment is an advantage.
- You are living in the greater area of Amsterdam, the Netherlands.

What do we have to offer?

Carhartt is a family-owned company for 135 years now and stands for transparency, honesty, authenticity, and respect. The Carhartt EMEA/PAC team currently consists of around 80 associates. We offer a 37-hour week, a hybrid way of working, a strong employee benefits package, 25 leave days per year. We supply you with home office equipment in case you would like to work from home for part of the (hybrid) workweek. Finally, we have a great EMEA team that we would like you to join in our beautiful office in Amsterdam-Oost!

Application process

We will (only) contact candidates with a suitable background (see entry requirements) and potential match for this role who live in the greater Amsterdam area. Please apply with your CV (Resume) and motivational letter. The first interview will be online (via Teams), the second interview will take place at our office.

Interested? We would like to hear from you!

Please apply via LinkedIn Recruiter and add your CV including your motivation!