

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

CRM Marketing Specialist

The CRM Marketing Specialist is responsible for (co-)creating and executing our CRM strategy using channels such as email, loyalty, transactional emails and automations, leading to an optimal use of CRM. The role of CRM Marketing Specialist focusses on increasing our customer database and exploiting the current database to increase customer lifetime value. Email automations, newsletters, new revenue opportunities and a qualitative, content driven approach (together with the eCommerce and Marketing departments) are part of the daily work.

You will be working closely with the CRM Marketeer and the other marketeers (SEO, SEA, social media) to ensure CRM and email marketing are part of both existing and new campaign flows which are aligned between multiple traffic channels. CRM represents a new growth opportunity to increase revenue and lower our dependence on paid advertising. This role represents an exciting opportunity to set up a CRM program which will connect Carhartt even further with brand fans.

This role reports to the Jr. eCommerce Manager.

Job related responsibilities

- Set up an environment that provides a scalable solution creating localized ways to communicate with our customer base
- Set up a CRM program that focuses on interest and intent using our Bluecore CRM system (recently launched)
- Database segmentations to cater the newsletter to the customers' interests
- Develop a content- and interest driven loyalty program that does not rely on discounts but provides a platform for sustainable growth
- Create reports that provides consumer insights in buying behavior that can be pro-actively shared and that will drive our commercial opportunities
- Activate our content driven approach with adaptations of newsletters that are beneficial for our database. Experiment with copy and images to create an ideal message platform for Carhartt in cooperation with our US team.
- Improve our workflow and content to deliver targeted output for specific consumers or groups using database segmentation.
- Setup a strategic view for a qualitative loyalty program and realize these plans in cooperation with your USA peers
- Maintain a consistent brand experience for our consumers.

Your USP's

- Open personality. You have a passion to discover insights regarding our customers that can help develop our commercial initiatives across the EMEA region
- Skills are important but the ability to build connections between our team(s) and our US colleagues is equally important
- Transform current practices into flexible, scalable initiatives that support growth and efficiency.
- You are a sociable person that knows when to take charge and lead or to provide an environment to stimulate working together and grow professional and productive relationships with stakeholders
- You value character and relation building with stakeholders and have an open mind to creative ideas and strategies
- Creative and determined in how you approach matters at hand.

What do you bring to the table?

- Bachelor level education in a relevant study (or comparable working experience with relevant courses).
- Minimum of 4 years of experience in a comparable CRM role.
- Working experience with existing CRM applications (Salesforce, Bluecore, etc)
- Data driven and knowledgeable about CRM related KPI's.
- Basic understanding of paid advertising (Google / Facebook).
- Strong communication skills and multi-lingual abilities: excellent business level of the English language both written and verbal, proficient knowledge of the Dutch and/or German Language (and/or French) is a plus.
- Ability to communicate with other departments (merchandising, IT, logistics etc.)
- Ability to work independently, quick learner with the ability to gather information from various sources and work in a team environment.
- Working experience in multi-language, multi-cultural business environment is a plus.
- Solid understanding of data, segmentation, and A/B testing, with strong analytical abilities.
- Experience in fast-paced, data-driven environments, and the ability to improve processes and increase efficiency.
- 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!

Salary indication: € 4.250 – 4.750 gross

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