

Giving is joy!



EMAIL MARKETING SPECIALIST

We're looking for an **Email Marketing Specialist** to strengthen our marketing team and build smart, data-driven email journeys for our customers for customers across brands managed by Gera Dovana Group. If you love combining creativity with numbers and enjoy testing, optimising and scaling email flows – this role is for you.

WHAT YOU 'LL BE DOING:

- Execution and optimisation of newsletter campaigns, push notifications, pop-ups, and SMS strategies in line with the overall marketing strategy to drive engagement and conversions.
- Develop, implement, and optimise automated email campaigns and personalised, segmented customer journeys (e.g. welcome, win-back, abandoned cart, post-purchase) based on audience behaviour and aligned with the overall marketing strategy.
- Monitor, analyse, and optimise performance across all owned channels and campaigns, using data-driven insights to continuously improve results.
- Ensure all email campaigns comply with GDPR and follow industry best practices.
- Collaborate with the Group Digital Marketing Project Manager on strategy and execution, as well as with copywriters and designers on content and creative, and with Commerce and IT teams on technical implementation, ensuring all email communications are aligned with the overall marketing strategy.
- Assist in maintaining database hygiene across email, push, and SMS channels, including segmentation, unsubscribes, bounces, and overall data accuracy.
- Assist with social media content creation, and advertisement.
- Other tasks from marketing department.

WHAT WE EXPECT FROM YOU:

- 2+ years of hands-on experience with email marketing / marketing automation platforms.
- Understanding of how email funnels, triggers and A/B testing work in practice.
- Experience with at least one email tool (preferably Omnisend).
- Proficiency with Google Analytics 4 (GA4) is preferred.
- English skills at least B2 level (written and spoken).
- Solid computer skills and ability to work with MS Office / Google Workspace.
- A mix of creative thinking and analytical mindset – you care both about the story and the numbers.
- Result-oriented approach and ownership of your KPIs/OKRs.
- Understanding of social media platforms and content creation.

WHAT WE'VE GOT FOR YOU:

- **International Experience:** Be part of a team that operates not only in Lithuania but also in Latvia and Poland.
- **Hybrid Work Model:** Embrace flexibility with a 3+2 work model.
- **Workation:** Enjoy the unique opportunity to combine work and leisure by working remotely from any location of your choice for up to one month.
- **Birthday day off** to celebrate your special day.
- **Benefits Package:** including medical insurance and generous discounts on our products and partner offers.
- **Informal Culture:** Engage in a culture where everyone's involvement matters from idea generation to decision-making, goal achievement, and celebrating victories together.
- **Team Activities:** Enjoy various team activities like opportunities to try partner entertainments, and fun parties.
- **Salary:** from 2400 EUR gross/month.