

Elà Mar

Esthetics Boutique



Growth Marketing / CRM Manager Job Description

WHO WE ARE

ElàMar is a family-owned aesthetics practice founded in the heart of North Alabama, by Dr. Marlin Gill and Elaine Gill. The name ElàMar is a portmanteau of Elaine (Elà) and Marlin (Mar)—a subtle tribute to them and a reflection of our roots in Southern hospitality that inspire everything we do.

Around 2010 Dr. Gill and Elaine started noticing that the aesthetics world could feel a little cold—missing that personal touch they loved so much. So, they decided to change that. ElàMar became their way of building a space where people would feel welcome, cared for, and confident they're in good hands.

Our mission is an expression of that sentiment: we want everyone who steps through our doors to leave feeling beautiful—not just on the outside, but in that deeper, glowing from within way. For us, it's never been just about skincare; it's about caring for everyone we meet.

OUR MISSION IS TO HELP PEOPLE
FEEL BEAUTIFUL IN THEIR SKIN

OUR VALUES

Safety First

The health and safety of our clients comes first.

Be Kind to People

Treat everyone with kindness, friendliness and generosity.

Appearance Matters

The way things look affects how we feel.

Extreme Ownership

Even if it's not your job or your fault, it is your responsibility.

Be 1% Better Every Day

Always strive for improvement.

WHAT YOU'D DO IN THIS ROLE

You will be responsible for designing and executing Marketing and CRM strategies that boost customer engagement and satisfaction, and accelerate business growth.

YOU'RE PROBABLY A MATCH IF

An opportunity to join a small team, work directly with business leadership, and take a leading role in developing the marketing strategy of a growing brand excites you.

- You have 3+ years experience in a growth / digital / inbound marketing role.
- You have a proven track record of driving customer acquisition and retention.
- You're proficient in Hubspot CRM (or similar) and marketing automation platforms.
- You're Strategic and Technical: You're comfortable using data to inform strategy, and using technology to create and implement dynamic omni-channel marketing campaigns.
- You're Analytical and Creative: You blend data-driven insights with creative flair, turning metrics like open rates and conversions into compelling campaigns that resonate with customers.
- You're an excellent writer, with experience writing email, SMS, and landing page content.

KEY RESULTS AREAS

1. Develop a Comprehensive Growth Strategy

What winning looks like:

- Hubspot CRM and all marketing channels are integrated into a cohesive, data-driven growth strategy that facilitates exceptional customer experiences and accelerates revenue growth.

What it will take:

- Respond to all leads in less than 5 minutes via at least 2 channels (text, Build a deep understanding of customer personas, journeys, and segmentation to inform precise, effective targeting.
- Align CRM and marketing initiatives with overarching business goals.

2. Oversee and Optimize Hubspot CRM and Growth Channels

What winning looks like:

- Hubspot and marketing channels are integrated, functioning flawlessly, and delivering personalized, relevant, value-driven experiences across customer touch points.

What it will take:

- Design and implement automated workflows and communications that scale effectively.
- Lead marketing campaigns across digital channels, including paid search, paid social, email, SMS, and web.
- Apply strategic expertise to optimize the role of each channel in the marketing funnel.
- Own and manage budgets and performance targets for each channel, ensuring cost-effective strategies and robust returns on investment.

KEY RESULTS AREAS CONT'D

3. Manage Campaign Performance

What winning looks like:

- Multi-channel marketing campaigns consistently exceed KPIs, deliver strong ROI and drive customer engagement, conversions, and retention.

What it will take:

- Monitor key marketing KPIs and analyze campaign performance, focusing on deriving actionable insights to maximize ROI.
- Continuously test and refine campaigns to boost performance, effectiveness, and customer response.
- Harness data and analytics to refine bid strategies, audience segmentation, and creative approaches, driving enhanced performance and efficiency.

4. Enhance the Customer Journey

What winning looks like:

- Customers become raving fans. They are delighted by personal, relevant interactions that drive engagement, satisfaction, retention and loyalty.

What it will take:

- Map the customer journey, identify opportunities, and implement personalized communication and offers that elevate their experience and aesthetics outcomes.
- Maintain a thoughtful, customer-centric focus while designing and implementing communication sequences.
- Collect, analyze, and interpret customer data to uncover insights that enhance marketing and service strategies.
- Segment customers based on behavior, preferences, and demographics to create highly targeted, impactful campaigns.
- Ensure seamless integration between online and in-clinic experiences.

DETAILS

Job Type

Full Time, Hybrid

Pay

70,000 to \$90,000 per year + profit sharing + benefits

- Range depends on skill level and overall experience

Benefits

All full time employees have the option to receive:

- Health, dental & vision insurance
- 2 Weeks Paid Time Off
- 6 Paid National Holidays
- 401(k) w/ matching
- Profit Sharing
- Complimentary Staff Treatments

Interested in Joining Our Team?

Visit elamarskin.com/careers and click "Apply Here" next to the position you are applying for, then complete the application form.

elamarskin.com
@elamarskin

NOTE: Only those applicants under consideration will be contacted. Please accept our utmost appreciation for your interest. ElàMar is an Equal Employment Opportunity employer. Employment decisions are based on merit and business needs, and not on race, color, creed, age, sex, gender, sexual orientation, national origin, religion, marital status, medical condition, physical or mental disability, military service, pregnancy, childbirth and related medical conditions or any other classification protected by federal, state or provincial and local laws and ordinances. Reasonable accommodation is available for qualified individuals with disabilities, upon request. This Equal Employment Opportunity policy applies to all practices relating to recruitment and hiring, compensation, benefits, discipline, transfer, termination and all other terms and conditions of employment.

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