

Position: Email Marketer

Location: Ringwood Area

Full-time

Who is The Slimming Clinic?

The Slimming Clinic is proud to be the UK's largest online provider of private non-surgical medical weight management solutions, specialising in clinician-led and patient-centred weight loss programmes for those with overweight or obesity.

The company, founded in 1984, helps patients achieve their weight loss goals through medical consultation, behavioural change, and prescription medication. With over 35,000 patients on our database, we help thousands of patients each year to lose weight, improve their lifestyle and health, and gain confidence.

We aim to provide a safe, effective and complete weight loss service across the whole of the UK, and we are looking to recruit the best candidates help us deliver our gold standard vision to our patients.

Why work for The Slimming Clinic?

Our teams support patients through their weight loss journey, and being part of such a positive, transformative change is incredibly rewarding. We are changing lives for the better and that satisfaction of achievement is shared between our patients and our medical teams.

We are a rapidly developing company, expanding and implementing exciting new plans.

We provide generous compensation, great benefits, in-depth training and a supportive company structure to ensure you are set up to succeed and enjoy your work.

Are you an **email marketing wizard** who knows how to craft messages that resonate? We're searching for an Email Marketer who can turn words into action and drive results that matter! If you have a talent for creating targeted campaigns that engage and convert, and you're passionate about helping people on their weight loss journey, we want you on our team. Join us and be the architect of email campaigns that inspire and deliver results!

The Role:

We are currently expanding our marketing team and are seeking a highly skilled **Email Marketer** with at least three years of experience in email campaign management, audience segmentation, and performance optimisation.

As the Email Marketer, you will be responsible for planning, creating, and executing email marketing campaigns that engage, nurture, and convert leads into loyal customers. Reporting into the Chief Marketing Officer you will work closely with the Membership Manager and Social Media Manager to ensure consistency and coordination across marketing channels.

The Slimming Clinic is in the process of establishing an onsite presence in the Ringwood area and whilst you may initially be required to work remotely, this position will operate from our new offices once they are open.

Key Responsibilities:

- Develop and implement comprehensive email marketing strategies that align with business goals.
- Create, schedule, and manage email campaigns, including newsletters, promotions, and nurture sequences.
- Segment audiences for targeted and personalised email communications.
- Work with the marketing team to craft compelling email copy, subject lines, and visuals that resonate with our audience.
- Test and optimise email templates for engagement, open rates, click-through rates, and conversions.
- Monitor and analyse campaign performance, providing detailed reports to the Chief Marketing Officer.
- Use data-driven insights to continually improve email marketing strategies.

- Coordinate closely with the Membership Manager and Social Media Manager to ensure cohesive marketing strategies across all channels.

Requirements:

- Minimum of three years of experience in email marketing, preferably in the health, wellness, or eCommerce sectors.
- Health sector experience preferable
- Strong understanding of email automation platforms
- Experience with A/B testing, audience segmentation, and personalisation strategies.
- Excellent communication, copywriting, and editing skills.
- Proven ability to manage multiple campaigns simultaneously whilst meeting deadlines.

Benefits

Salary £28,000

Opportunity to work in a dynamic and innovative environment.

Professional development and growth opportunities.

Collaborative and supportive team culture.

Application Process:

- To apply, please submit your CV and a cover letter telling us why you want this position.
- We are an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees
- Please note that you must be based in the Ringwood area and a UK taxpayer to be considered for this role.