

Location: Remote with travel to our facility in Southampton

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.

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 optimization. Experience with **HubSpot** is a key requirement, as you will be managing email campaigns and marketing automation through the platform.

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. You will report to the **Chief Marketing Officer** and collaborate closely with the **Marketing Team** to ensure consistency and coordination across marketing channels.

This role is based remote with occasional travel to our facility in Southampton

Key Responsibilities:

- **Develop and implement email marketing strategies:** Align email marketing campaigns with business objectives and target customer segments to drive engagement, conversions, and customer retention.
- **Create, schedule, and manage email campaigns:** Plan and execute various types of email campaigns, including newsletters, promotions, re-engagement campaigns, and lead nurturing sequences.
- **Audience segmentation and personalisation:** Use HubSpot's segmentation tools to create personalized, targeted email campaigns based on customer behaviour, demographics, and engagement history. Ensure emails are relevant and compelling for each audience segment.
- **Collaborate on content creation:** Work with the marketing team to develop compelling email copy, subject lines, CTAs, and visuals that resonate with our audience and align with brand messaging.
- **Leverage HubSpot's email automation and workflows:** Build and manage automated workflows, nurture sequences, and lead-scoring systems within HubSpot to ensure timely, targeted, and relevant email communications.
- **Optimise email campaigns for performance:** Continuously test and optimise subject lines, design, copy, and calls-to-action to maximise open rates, click-through rates, and conversions. Perform A/B testing within HubSpot to fine-tune messaging and email templates.
- **Campaign tracking and analysis:** Monitor and analyse campaign performance using HubSpot's analytics tools. Provide detailed reports to the Chief Marketing Officer with insights on key metrics (e.g., open rates, click-through rates, conversions) and recommend strategies for improvement.
- **Data-driven insights and continuous improvement:** Use HubSpot's reporting features and data analysis tools to track performance, identify trends, and optimise email marketing strategies. Make recommendations based on data to continually improve the customer journey.
- **Cross-team coordination:** Collaborate with the **Marketing Team** to ensure email campaigns are aligned with other marketing efforts and that messaging is consistent across all touchpoints. Work with these teams to integrate social media strategies and promote email content through social channels.
- **Maintain HubSpot email database:** Regularly clean and update the HubSpot database to ensure email lists are accurate, segmented correctly, and compliant with GDPR and other relevant data protection regulations.
- **Ensure HubSpot integration with other tools:** Ensure seamless integration between HubSpot and other marketing platforms (e.g., CRM, social media tools, analytics platforms) to drive consistent and efficient email marketing workflows.
- **Lead generation and nurturing:** Work with the membership team to create targeted lead generation campaigns and use HubSpot's lead nurturing workflows to move leads through the funnel effectively.

Skills and Experience:

- 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
- HubSpot proficiency
- Excellent communication, copywriting, and editing skills
- Proven ability to manage multiple campaigns simultaneously whilst meeting deadlines
- Experience with A/B testing and optimization
- Good understanding of GDPR and email compliance regulations

Benefits

Salary £28,000 per annum

Opportunity to work in a dynamic and innovative environment.

Professional development and growth opportunities

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 a UK taxpayer to be considered for this role.