YOUR E-COMMERCE
REVENUE ROCKET

Head of Retention Marketing (Colombia)

Location: Fully Remote
Type: Full-time

Head of Retention Marketing - E-Commerce Marketing Agency

■ Are you ready to join our team of lifecycle marketing obsessives? We're on the hunt for a Head of Retention Marketing who will own the entire retention department — defining strategy, building playbooks, shaping culture, and setting the standard for world-class retention across every account we touch.

ECD Digital Strategy is a Master Elite Klaviyo Partner and a Shopify Plus Partner — two of the most exclusive designations in e-commerce marketing. We work with some of the most exciting DTC brands in the world and have built our reputation by delivering retention results that most agencies can only talk about.

We're a fully remote, fast-growing team of strategists, creatives, and operators who genuinely love the craft and hold each other to a high standard. We invest in our people, move fast, and are not afraid to think differently — including being one of the first agencies to build AI natively into how we work.

This is a rare opportunity. You'll have a real seat at the table, direct influence on agency direction, and the autonomy to build something you're genuinely proud of.

Core Responsibilities

Team Leadership & Mentorship

- Manage and mentor Lifecycle Marketing Managers to deliver impactful retention strategies
- Ensure the retention team is aligned on client objectives, retention KPIs, and growth targets
- Lead and closely partner with the Head of Creative to ensure campaigns are on-brand, high-performing, and strategically aligned
- Partner with agency leadership on hiring, training, and performance evaluations for the retention team

Retention Strategy & Oversight

- Oversee lifecycle strategy, execution, onboarding, and reporting across all retention accounts
- Personally own lifecycle strategy for a small portfolio of high-value or strategically complex accounts
- Define and evolve ECD's retention methodology, playbooks, and best practices across email, SMS, and direct mail
- Build frameworks for segmentation, testing, optimization, and reporting
- Leverage AI tools (Claude, ChatGPT) integrated with Klaviyo to accelerate strategy, campaign analysis, and reporting — and train the team to do the same
- Use Hiro Analytics and other retention tools to surface insights and inform strategic decisions across the book of business

Cross-Functional Collaboration

- Collaborate with paid media and web teams to enhance overall client performance

- Support cross-functional collaboration between retention, creative, sales, and onboarding pods
- Contribute to agency thought leadership through case studies, frameworks, pricing, and internal training

Required Experience & Competencies

Must Have:

- Able to work in US time zones
- Advanced written and verbal English skills
- 5+ years of CRM, lifecycle, or retention marketing experience with Klaviyo, Postscript, and other ESPs
- Experience working in an e-commerce agency environment
- Strong background in team management, mentorship, and client communication
- Deep understanding of retention metrics, segmentation, and testing strategies
- Proven ability to set strategy, present to clients at a senior level, and translate data into business impact
- Strong understanding of the DTC customer lifecycle and unit economics (LTV, AOV, repeat rate, churn)
- Familiarity with Shopify and the broader e-commerce tech stack
- Excellent organizational, analytical, and leadership skills
- Familiarity with Asana, Slack, and Google Workspace
- Experience leveraging AI tools (Claude, ChatGPT, etc.) to accelerate strategy development and performance analysis

Nice to Have:

- Hands-on experience with Hiro Analytics or similar retention analytics platforms
- Experience with postcard/direct mail marketing programs
- Experience building retention playbooks, SOPs, or internal training from scratch
- Exposure to adjacent channels (paid media, site optimization, loyalty programs)

What's In It For You

- Competitive base compensation based on experience
- Performance bonuses tied to your department's performance
- Fully remote work with a flexible schedule
- PTO, team trips, monthly "rocket-fuel" team events, and a monthly "Fun Money" stipend for team hangouts

Our Non-Negotiables

We expect that you take the steps necessary to do what you say you're going to do and to be accountable for your actions — in other words, live "Above the Line."

We understand that not everyone is ready for this level of ownership, and we respect that. However, you would be a great fit at ECD if you're willing to commit to the following principles:

- Accountability: See It, Own It, Solve It, Do It
- Become part of the solution
- Respect others and their feelings
- Act now
- Ask: "What else can I do?"
- Ask: "What coaching do you have for me?" and "What can I do better?"

- Personal ownership
- Show others that you care

APPLY NOW