



Email Marketing Specialist Job Description

General Purpose

The Email Marketing Specialist will partner with our Client Services team to develop, optimize, support and execute email and mobile marketing initiatives for each of our clients. Additionally, the Email Marketing Specialist will assist in website creative – design and builds.

Duties and Responsibilities:

- Create, test and schedule email and SMS campaigns within our email and SMS campaign platforms
- Report on critical email and SMS campaign statistics
- Support ad hoc email and mobile delivery requests from our clients
- Collaborate with cross-functional teams to plan, deliver and execute successful mobile marketing campaigns (SMS, QR, Coupons, Ads, etc.) and measure ROI
- Ensure accurate and complete information is captured in customer relationship management (CRM) systems
- Capacity for creating design mock-up's, email mock-up's, website builds, and landing pages
- Partner with internal teams providing creative, product, IT and other technological input

Qualifications:

- College degree in Marketing, Graphic Design, Digital Marketing or related field
- 0-3 years of relevant experience
- Exceptional written and verbal communication skills
- Ability to meet strict and aggressive deadlines
- Understand Mobile Marketing Association (MMA) Guidelines and Regulations
- Adobe Photoshop, Illustrator, InDesign and Dreamweaver (required)
- HTML Coding
- CSS
- Microsoft Office with an emphasis on Excel



- Ability to work in a self-directed, fast-moving, results-oriented environment
- Strong interest and passion for interactive products, specifically mobile and online