Email Marketing Executive

Basic information

Band: E
Job family: Marketing and Communications
Terms: Permanent
Location: Cheltenham

Reports to: Senior Ad Operations Exec
Team: Ad Operations
Business unit: Customer Experience & Marketing

Role purpose:

The Ad Operations Team works to ensure the implementation and delivery of all UCAS' digital advertising campaigns is effective, while being highly efficient, and facilitating and delivering revenue. The Email Marketing Executive is responsible for creating email campaigns, developing and building HTML email templates, monitoring email quality, test templates, and emails to ensure they are optimised for different email clients and devices. You will be enthusiastic about the digital advertising landscape, and prepared to tackle a wide variety of tasks, across various platforms. You will have a strong customer service focus, be keen to develop new skills, be flexible, and enjoy working closely with colleagues.

Key duties and responsibilities:

- Use market ESP software to create and implement automated email campaigns (training will be provided as necessary).
- Manage a broad range of high volume campaigns.
- Build dynamic and mobile friendly newsletters, web forms, surveys, AB testing, and generate customised reports.
- Follow best practice surrounding developing, HTML/CSS coding, optimising, and delivering email marketing campaigns.
- Compile and analyse performance metrics and client demand to schedule, and plan sending emails.
- Ensure QA processes are followed and campaigns are successfully delivered.
- Aid in evaluating performance and improve the process through lessons learned.
- HTML template coding and cross browser/email client rendering.
- Troubleshoot HTML email rendering issues.

- Test different from line, subject line, email content, sending patterns, times, and email HTML combinations for optimal delivery and highest user engagement.
- Ensure email campaigns are tracking properly.
- Support the Email Marketing Team for database cleansing and re-engagement tasks.
- Escalation of issues to senior management as necessary and appropriate.
- Make recommendations for tailored email templates.

Accountabilities:

Financial authorities:

- None.

Non-financial authorities:

- Authority to make decisions associated with the managing of the smooth delivery of services which lead to the generation of income.
- Authority to represent UCAS Media when working on cross-departmental activities in UCAS.

Person specification:

- A working knowledge of display advertising, email, and SMS delivery platforms and related products.
- One year+ of experience working in digital marketing.
- Experience in B2B and B2C marketing.
- Hands on experience with an ESP.
- Experience in building/designing mobile responsive email HTML templates.
- Appreciation of cross browser/email compatibility issues.
- Track record of delivery in a fast-paced, demanding environment.
- Strong communication and interpersonal skills.
- Ability to work well in a cross-functional environment with multiple stakeholders.
- Excellent data analysis, presentation, written, and verbal communication skills.
- Attention to detail in documentation and communication.
- Ability to handle multiple projects simultaneously and meet variable deadlines.
- Experience with reporting desirable to feed back and visualise best performing content and templates.
- Remaining customer-centric always, ensuring everything you do assists in delivering a customer-focused experience that is appropriate for the device and stage of purchase.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Customer – We always look through the customer lens. The logic of the customer is the logic of UCAS.

Commitment – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

Team – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

Outcomes – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

Agility – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

Extraordinary – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.