

EMAIL MARKETING / CUSTOMER SUPPORT

Job Description

- Is to plan out and implement various email campaigns for the company.
- Roles
- creating an email campaign from scratch
- determining the target audience
- monitoring data
- scheduling the email campaign
- tracking the results to see whether or not it was successful.
- to provide email reports that make use of various traffic tracking applications and trends.

Qualifications

- a team player with strong organizational skills and the ability to work in a fast paced environment.
- at least three to five years of email marketing experience.
- The perfect email-marketing specialist will also have experience with list creation and database management.
- Email marketing specialists are also in charge of preparing any necessary graphic files to be used in an email, such as sourcing and resizing.
- They will then have to create viable email templates that can be used routinely for email campaigns
- An email marketing specialist will have to possess an excellent knowledge of HTML coding, as well as have experience with marketing automation solutions, such as Unica, ExactTarget and Marketo.
- This will help them ensure that the email campaigns are fully automated and enable the company's subscribers to personalize their subscriptions

Rate: Depends upon experience (TBD)

PROJECT RELATED COMPETENCIES SOLUTION DEVELOPMENT AND DELIVERY

- Assists in physical and logical database design.
- Understands technical and functional design requirements.
- Creates prototypes for client engagements.
- Designs, codes, and tests technical solutions.
- Identifies system deficiencies and recommends solutions.

PROJECT EXECUTION

- Assists in enforcement of development deadlines and schedules.
- Understands the necessity of and contributes to coding standards.
- Develops internal and external meeting objectives and agendas.
- Prioritizes multiple tasks effectively.

PROFESSIONAL QUALITIES

- Displays a positive attitude.

- Demonstrates flexibility in day-to-day work.
- Sets high standards of performance for oneself.

TEAMWORK

- Establishes harmonious working relationships with team members.
- Appreciates each team member's contributions and values each individual member.

CLIENT MANAGEMENT

- Values internal and external clients and responds to their needs as they arise.
- Establishes effective working relationship with clients.
- Follows established communication guidelines.
- Uses good judgment in what and how to communicate with clients.

ORGANIZATIONAL RESPONSIBILITIES

PROFESSIONAL DEVELOPMENT

- Understands the professional development process and becomes actively involved by setting challenging goals and meeting them through continuous learning.
- Seeks input from mentors and supervisors.
- Actively applies feedback received to day-to-day work and strives to improve performance.

INTERNAL OPERATIONS

- Accurately completes and submits time and expense reports in a timely manner
- Accurately completes and submits status reports in a timely manner.
- Complies with all company policies and procedures.