



The Email Marketing Manager will be responsible for bringing email ideas and implementing them - a Strategic Doer. You will assess, plan and develop Email Marketing campaigns, processes and/or systems establishing a vision for where the company could be and then execute that plan. We need a self-starter who is intrinsically driven by process and outcomes.

This role will interact with all levels of the company, including executives. Must be polished enough to interact with and glean meaningful content and ideas from them. Also, need to be technical enough to have conversations with the information technology team to figure out how to automate email flows when necessary.

#### Job Description:

- Run our email marketing channel while implementing email campaigns end-to-end
- Create and maintain our email marketing calendar and cadence
- Manage, grow and maintain our email database, while ensuring we abide by current CAN-SPAM laws
- Write error-free content, coordinate design, and build marketing emails while constantly A/B testing to learn how to convert more customers.
- Review email analytics to find opportunities for deeper segmentation and optimization on marketing emails
- Collect content for, and send monthly newsletters, promotional email campaigns, new product launches, and other customer communications
- Stay on top of email marketing trends to make sure MobileDemand stays ahead of the curve in the industry
- Experience in email automation is a plus

#### Position Specifications:

##### **Skills/Attributes**

- Excellent written communication and copywriting skills
- Previous experience as an email-marketing manager ideally within a similar industry
- Self-starter with excellent project management and communication skills
- Meticulous experience with database management
- Excel Wizard
- Experience in Mail Chimp and Survey Monkey
- Metrics / Analytics / Funnel Development and Management

- Ability to roll up your sleeves and figure out how to do things we have never done before, with little guidance. Our winning candidate is inspired by learning

#### **Experience we expect**

- 3+ years of digital marketing, marketing analytics, or email marketing experience, preferably in a related industry
- Demonstrated ability to track, measure, and report on results of email marketing campaigns to determine ROI
- Understanding of and ability to implement marketing metrics and analytics
- Comfortable interacting and working with leadership, sales, as well as operations to get a campaign out the door

#### **Compensation:**

- Salary plus incentive compensation in line with experience / qualifications
- Paid vacation and holidays
- Company 401k program
- Company health plan
- Company life insurance and short/long term disability