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# Example of Email Marketing Coordinator Job Description

Our growing company is looking for an email marketing coordinator. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for email marketing coordinator

* Ability to create and update HTML email templates
* Proof emails
* Work closely with the database and analytics teams to ensure ongoing email data integrity
* Manage the existing email program
* Conduct research on ESP, Push and SMS providers, make recommendations, and project manage changes or extension in these channels
* Assist in implementation of new vendors and platforms
* Reviews business objectives and metrics to develop email marketing metrics to measure the impact of email marketing plans and campaigns on business unit success
* Coordinates the production and approvals for the editing of this content for website and email communications
* Monitors expenditures and processes invoices
* Work closely with third party vendors to communicate campaign requirements and outline milestone dates

## Qualifications for email marketing coordinator

* Cheetahmail and/or Unica experience a plus
* Proven organizational ability with strong attention to detail
* Bachelors (B.A
* Post-Secondary education in Marketing, Media or Interactive Media, or equivalent experience
* Minimum 2 years Interactive Marketing experience on marketing website
* Demonstrated influencing skills with the ability to get things done