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# Example of Email Marketing Coordinator Job Description

Our growing company is looking for an email marketing coordinator. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for email marketing coordinator

* Secure appropriate promotion codes and campaign disclosures/terms & conditions
* Review email/mobile proofs to ensure accurate content and audience selection
* Build and maintain an archive and display wall of email content and performance history
* Document business processes and continuously find opportunities for efficiencies within the department
* Provide reporting and email/mobile marketing metrics / analysis
* Assist with implementation of new initiatives, testing cadence and special email projects
* Track competitive programs and marketplace trends and keep abreast of direct marketing best practices
* Coordinate across merchandising, planning, marketing, and IT the design, production, proofing, approvals and delivery of email campaigns by required deadlines
* We have fun! Regular happy hours, lunch-and-learns, all-hands meetings and fun events
* Query and output selections from database for email marketing campaigns

## Qualifications for email marketing coordinator

* Must have a minimum of two years of experience working at an online media company
* Four-year undergraduate degree or equivalent experience
* Must be highly organized/detail-oriented
* Knowledge of Sailthru is a plus
* Recommend database specific list selections for use in email Deployment campaigns
* Create demo reports using Teradata and MS Access