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# Example of Email Marketing Coordinator Job Description

Our company is growing rapidly and is looking for an email marketing coordinator. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for email marketing coordinator

* Work with internal tools vendor tools to schedule emails, pass all necessary information (subject lines and content) to make sure that emails will be sent correctly and timely every day
* Work with stakeholders (marketing/online/buying/planning) to develop an email content strategy in line with product deliveries and marketing initiatives
* Use your creative flair to develop email content briefs that will deliver the brand's message to the audience in an engaging way
* Coordinate the development of email briefs and execute EDMs from concept, creative, email testing, segmentation and post campaign analysis
* Responsible for improving email KPIs such as Open Rate, Click Through Rate, Conversion and Unsubscribe Rate
* Develop and execute a testing plan to help drive improvement in email performance
* Working with the CRM Manager on developing and executing email strategy across Saba and Jag
* Ensure all EDMs are following brand creative guidelines
* Ensure all relevant stakeholders are kept up to date with all email activity occurring within the brands
* Track and analyze deliverability, opens, clicks, conversions, churn reactivations, and upsells driven through Email/Marketing Automation

## Qualifications for email marketing coordinator

* Experience with Adobe Campaign or other cross-channel campaign management tool (Preferred but not required)
* 2-4 years online marketing-specific experience, optimally focused on email marketing
* Experience with ESP and marketing automations vendor necessary
* 2 years CRM or Email Marketing experience
* A keen desire to learn and develop as the role grows
* Manage the technology team’s QA of new workflows – ticketing, troubleshooting