Downloaded from <https://www.velvetjobs.com/job-descriptions/email-marketing-coordinator>

# Example of Email Marketing Coordinator Job Description

Our innovative and growing company is searching for experienced candidates for the position of email marketing coordinator. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for email marketing coordinator

* Interface with email (Sengrid) and ad server tools (DFP) to launch marketing campaigns
* Plan, brief and execute email campaigns by working with project management, marketing, merchants, creative, CIEM and ESP
* Seek opportunities to continuously review email reports and dashboards to optimize and flex based on business requirements
* Produce an average of 10 weekly custom e-mail campaigns across various community audiences
* Utilize internal PM tool for email creative requests and provide campaign goals
* Partnering within organization on launches and updates to global websites
* Site QA process on daily site updates, regular site refreshes
* Delivering metadata files to our developers for upcoming marketing campaigns
* Managing onsite search results and associated tool
* Handling sku copy translation

## Qualifications for email marketing coordinator

* Bachelors degree – degree in marketing or communications preferred
* Email marketing tools – Salesforce Marketing Cloud preferred
* Ability to work well independently part of a team bringing a sense of urgency to the tasks at hand
* 1 year of hands on experience in email preferred
* Proficiency in Responsys/Oracle Marketing Cloud a plus, but not required
* Strong attention to detail and the ablity to project manage several deliverables