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

# Example of Manager, Email Marketing Job Description

Our growing company is hiring for a manager, email marketing. 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 manager, email marketing

* Apply email best practices to determine new opportunities that will improve the customer experience and continue to drive the business
* Continually optimize email strategies to increase department performance including data segmentation strategies
* Evaluate the performance of email sends, including the impact of campaign, subject lines, segmentation performance, click-thru rates and revenue generation and provide executable recommendations to Marketing Leadership to improve future email performance
* Oversee weekly and monthly email budget, forecasting email spend and revenue to ensure channel is on trend to Finance Plan
* Work with cross functional teams to identify and execute database acquisition programs to grow our database
* Monitor and ensure database quality and minimize list decay and unsubscribes while increasing productivity of our email sends
* Work closely with all departments (Donor Recruitment, Development, Data Management and Donor Management) to define an email strategy that aligns with company goals
* Run regular cross-functional meetings to review campaign needs, identify and troubleshoot issues, compile feedback, and ensure overall success
* Report on email KPIs and adjust plans to hit organization targets
* Work closely with IT team to implement changes to new and existing programs oversee data migrations between systems

## Qualifications for manager, email marketing

* Attention to detail with the ability to execute projects from beginning to end
* Expert level knowledge/experience with email marketing tools
* BA degree in marketing or similar discipline
* Ability to multitask and work on multiple projects simultaneously with attention to detail and deadlines
* Excellent verbal and written communication skills to include strong experience interacting with and presenting to senior executives, the ability to successfully partner with employees across all levels and lines of business
* Minimum 3 years’ experience in operations, data, email marketing role