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# Example of Manager, Email Marketing Job Description

Our company is growing rapidly and is looking to fill the role of manager, email marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for manager, email marketing

* Oversee all quality assurance reviews and delivery testing to ensure the accuracy of email deployments, campaign post-deployment to validate completion
* Manage day-to-day SMS/MMS marketing communication platform, including message planning and sends and commerce integration (order tracking, pre-sale invites, etc)
* Partner with Acquisition Manager to develop email and SMS database growth strategy
* Work to get the right emails into the right inboxes at the right times
* Email campaign conceptualization, creation, deployment and measurement
* Develop engaging email content and also landing page development in some cases
* To build an expert level understanding of the top email marketing platforms including MailChimp, net core, adobe marketing cloud
* Manage domain and IP reputation for mail inboxing and ensuring delivery to primary inbox when required
* Business impact through this channel will be your key KPI
* You will be closely working with the content, design and development team to coordinate designing of templates, content creation, landing page development, integration of code

## Qualifications for manager, email marketing

* Experience with email campaign automation/CRM implementations
* History building event-driven, trigger-based marketing efforts
* Must be detail-oriented with strong prioritization and decision-making skills in a tight-deadline environment
* Ability to multi-task and meet tight project deadlines
* Masters of Business Administration (MBA) is a plus
* At least 5 years working experience in marketing related business areas and/or e-Commerce