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# Example of Manager, Email Marketing Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of 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

* Lead reporting, research and ad-hoc analysis related to geographies and customer segments
* Manage and fully own the email budget
* Champion innovation within email and app marketing and lead new and exciting ways of communicating with our subscribers via email and push notifications
* Provide strong, inspiring leadership and develop the global email marketing team
* Develop and socialize an email marketing strategy & program within the US, with collaboration from Global eCRM/Demand gen leader other functional areas within the US (sales, product marketing)
* Understand the role of email within overall marketing mix, and how to leverage the various paid media channels, marketing automation to move prospects through the sales funnel
* Help drive process to lessen dependence on third party list providers, and create proprietary internal email marketing database
* Leverage email to drive new contacts for marketing automation, eCommerce revenue, and communication goals for the US market
* Coordinate, execute & track email programs within the US in lock step with US marketing team
* Collect & analyze data to assist with resource deployment

## Qualifications for manager, email marketing

* At least 3+ years email marketing experience, including strategy, implementation, analytics and reporting
* 5-7 years of experience working with enterprise and/or scalable cloud-based ESPs (Exact target, Responsys, Blueshift, Iterable)
* Bachelor's degree in Marketing, Economics, Business or related field
* Experience working with Email Service Provider tools
* Graduate, preferably from a tier one college
* Ability to work in a high speed environment without compromising on quality