



Example of Email Developer Job Description

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Our company is looking for an email developer. 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 developer

- Provide technical support to merchandisers, marketing, and creative team while effectively communicating ideas/solution between both technical and non-technical people
- Support marketing team on current and new projects and implementation of third party e-commerce technologies as needed
- Update/revise/archive files as needed on server
- Development of hosted mail services such as IMAP, POP3, SMTP, and anti-spam
- Participate in detailed software design and code reviews
- Work closely with operations to troubleshoot issues and address scalability and performance challenges across the entire environment
- Develop HTML emails, landing pages & websites
- Perform campaign-specific quality assurance testing
- Establish best practices for coding emails, and stay current on industry trends, terminology and competitive landscape
- Manage data, segmentation, and communication lists

Qualifications for email developer

- Experience with mobile-first email coding is a plus
- Experience across integrated customer communications (email/phone/web) a plus

- Experience building, testing, and deploying responsive emails designed for the most popular devices and applications
- Excellent visual, interactive design skills with a complete design portfolio of interactive projects
- Experience with developing emails and other web content for direct-to-consumer experiences