



# Example of Email Developer Job Description

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Our innovative and growing company is looking for an email developer. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for email developer

- Develop strategies to improve the coding and rendering of emails, troubleshoot issues, and prep all emails for deployment on a variety of third-party and proprietary email platforms
- Identify key campaign parameters and inputs
- Collaborate with key stakeholders and cross-functional teams to consistently deliver quality communications that support business objectives while adhering to industry best practices and design standards
- Use data to test and optimise email content and targeting
- Manage email marketing programs including the use of ExactTarget email system for email campaigns for Empower and GWF prospects and customers
- Interact with Campaign Developer and the Data Science team to review and comprehend business requirements and functional specifications
- Collaborate with Creative Team on formatting/requirements
- Code emails using techniques such as variable data, media queries and web tracking
- Incorporate email best practices into campaigns inclusive of CAN-SPAM
- Ensure messages render properly on mobile and desktop platforms

## Qualifications for email developer

- Thoroughly test emails for compatibility with browsers and email clients
- Self Motivated and enjoy working within a team
- Experience with Adobe CS Suite strongly preferred

- Experience with Google Tag Manager, Google Analytics, and Coremetrics (IBM Web Analytics)
- Digital/web experience associated with fashion industry and/or national-level retailer