



Example of Email Developer Job Description

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Our company is growing rapidly and is hiring for an email developer. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for email developer

- Launch email campaigns utilizing lists provided by requestors
- Seek opportunities to improve engagement effectiveness with current and prospective clients by fine-tuning content, A/B testing, or incorporating new technologies
- Monitor email calendar to help manage sequence and frequency of updates and avoid viewer fatigue/opt-outs
- Develop, communicate and document email procedures including ticket requirements, scheduling and assignments on team
- Continuously improve email procedures and develop best-practices
- Oversee email list management and the storage of opt-outs
- Work closely with internal Creative Team to ensure consistency in email templates
- Collaborate across Marketing to ensure email team procedures are aligned with strategy for CIRRUS data, automated campaigns and data science metrics
- Developing email templates that integrate in dynamic content (images, video, gifs) which is personalized to user-behaviour and preferences, such as language
- Creating and managing an organized CMS file folder system from which dynamic email content is referenced

Qualifications for email developer

- Experience building content for social applications is a plus

- Most importantly, capable of working within a broader ecommerce team
- Proactive and innovative, very flexible in a dynamic environment, remains calm under pressure and under changing priorities
- A passion for digital design with an eye for detail in typesetting, design and layouts
- Must understand the difference between coding for web and coding for email including responsive design