



# Example of Email Marketing Manager Job Description

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Our innovative and growing company is searching for experienced candidates for the position of email marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for email marketing manager

- Continuously analyzing and improving customer satisfaction with emails basing on improved knowledge and insight gained from the various web analytics tools email marketing related vehicles presently in house (Omniture, Cheetahmail, Responsys and Google Analytics)
- Drive the collaboration within teams with other department to ensure that all email messaging and offers are correctly presented to customers and all email related customer issues are efficiently solved
- Analyze and improve customer satisfaction with emails based on improved knowledge and insight gained from the various web analytics tools in house (Omniture, Exact Target, Responsys and Google Analytics) email marketing related vehicles presently
- Monitor, track, and report on all email marketing campaigns
- Manage email communications calendar campaigns
- Ensure all Email Marketing campaigns follow a quality assurance process for accurate and on-time campaign delivery
- Analyze and report on results of email campaign KPI's including open rates and click-through rates on a weekly, monthly and annual basis
- Set up list queries to reach specific target audiences within segments
- Stay current with best practices of strategy and industry standards
- Set up automation programs for re-targeting and ad-hoc sends

## Qualifications for email marketing manager

- Strong sense of urgency, works well under pressure
- Passionate about direct marketing
- BA degree in Marketing/Communication or analytical emphasis
- Flexibility and agility to adapt to changing and evolving business requirements and objectives