



Example of Email Marketing Manager Job Description

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Our growing company is looking to fill the role of email marketing manager. 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 marketing manager

- Develop customer segmentation and targeting capabilities, working closely with the CRM team
- Be an avid contributor to the team, working 40 hours a week
- Manage email deliverability list management, including crafting and executing communication frequency strategies
- Develop strategy and own end-to-end execution of life-cycle CRM campaigns
- Develop test and learn program to drive incremental revenue goals while continuously improving the overall CRM and email program
- Develop and expand marketing automation capabilities in order to scale across multiple campaigns version and communities
- Assist in development of offer and campaign strategies and plans
- Lead and manage the innovation roadmap for CRM, email technologies, functionality, and platforms that deliver against the overall business objectives and strategies
- Work in conjunction with Marketing leadership to develop a successful strategic email marketing campaign calendar
- Continue development of triggered and push email communications to increase demand and customer engagement

Qualifications for email marketing manager

- Minimum 3 years' experience building and implementing successful email

- Results-driven with exceptional detail and knowledge around metrics and ROI analysis
- Ability to synthesize results into email marketing enhancement recommendations
- Experience working with major ESPs is a must
- Passion for retention and email marketing, personal achievement of goals with a drive to succeed
- Creativity and the ability to critique artwork, ensuring all design adheres to the brand guidelines