



# Example of Email Marketing Manager Job Description

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

## Responsibilities for email marketing manager

- A firm understanding of segmentation, suppressing emails & data extension management
- Review email marketing campaign metrics and proactively identify opportunities to improve the effectiveness of the email marketing campaign
- Plan engagement for the entire lifecycle of a customer
- Segment lists based on behaviors like past email engagement, website interactions (content downloads, site page visits, ) and demographics
- Work with field marketing in EMEA and ANZ to manage all field-related emails for events
- You will drive and manage the end to end consumer email programs to achieve the business objectives
- You will create our overall consumer email strategy – when and what will be sent out
- You will prioritize the campaigns to ensure the highest ROI
- You will work very closely with UX, creative teams and colleagues from the marketing and monetization teams
- You will analyze the email performance (including downstream flow where possible) and optimize the strategy accordingly

## Qualifications for email marketing manager

- Experience working with sophisticated self-service email delivery tools
- Knowledge of images software, eCommerce, eTail, IT/Consumer Electronics business

- Bachelors degree in Marketing, Business or related field OR 8+ years of directly related experience in lieu of bachelor's degree
- 9+ years working experience in marketing related business areas and/or e-Commerce
- 5+ years managerial role