



# Example of Email Marketing Manager Job Description

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Our company is searching for experienced candidates for the position of email marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for email marketing manager

- Plan and manage the contact strategy, segmentation/targeting, ongoing testing and content & creative optimization for all campaigns to support business goals and strategies
- Be part of a community of experts who regularly share and discuss the discipline
- Help to drive accountability for the ongoing improvement in email performance
- Help establish & measure KPIs and benchmarks against which email marketing performance is tracked and reported
- Recommend tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI with email campaigns
- Partner with analytics team to track, report, and analyze website analytics related to email campaigns
- Recommend best practice in areas such as campaign spend, budget tracking & pacing, estimating performance and forecasts
- Recommend & execute best practice in optimization of email creative and landing pages
- Recommend & execute (with media teams) best practice for list acquisition, list management
- Work with the development & technology team to ensure email marketing tech stack is properly implemented

## Qualifications for email marketing manager

- 1-year experience with marketing automation technology
- Must be based in NYC
- Must be able to work at least one weekend day — ideal availability would be from Wednesday to Sunday or Saturday to Wednesday
- A strong familiarity with R29's content and voice
- Ability to thrive in a dynamic, fast paced environment and manage a large workload