



Example of Email Marketing Manager Job Description

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Our innovative and growing company is hiring for an email marketing manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for email marketing manager

- HTML, design part of the email itself will require working with an external agency to craft
- Integration with commercial, lifecycle and regional marketing to plan and execute email marketing plans to achieve delivery of sales targets across the email channel and associated campaigns
- Ensure a full documented process with effective contingency plans is in place
- Lead cross-functional implementation teams for email product initiatives
- Analyze the current state and recommend admin tool solutions used by operational teams for email production, proofing and distribution
- Mentor operational teams in email platform capabilities
- Execute on statistical hypothesis testing plans toward making the best-informed decisions
- Prioritize time and manage multiple products simultaneously
- Assemble reports by compiling, consolidating, formatting, and summarizing information, graphs, and presentations
- Updates CRMs by inputting data

Qualifications for email marketing manager

- Up-to-date with the latest trends and best practices in email marketing
- Ability to lead and develop a team of highly skilled email professionals
- Ability to stay ahead of trends and adapt to new and changing email

- Demonstrated mastery of data manipulation and analytical interpretation of data
- Proven success driving, measuring, and analyzing email marketing campaigns
- 7+ years of experience in email campaign management, analytics, and optimization methods