



# Example of Marketing Campaign Specialist Job Description

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Our company is looking for a marketing campaign specialist. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing campaign specialist

- Outputs retention marketing (email and direct mail) database file segmentations and lists, writes data file set-up and output instructions for vendors, and manages respective projects with vendors
- Create compelling and strategic marketing presentations to drive buy from all levels of the organization
- Lead the development of business cases to size activation opportunities using industry standard financial metrics
- Work with pricing team to create attractive, relevant, and cost effective offers to drive positive campaign outcomes
- Develop and present clear and concise marketing briefs to Senior Executives and work with marketing communications to create market-ready content
- Measure campaign performance proactively using business intelligence and dashboard tools to report against campaign objectives
- Work closely with Campaign Marketing Managers to ensure on-time deliverables, including the communication of status, complications, developments and next steps
- Work closely with marketing automation system to utilize all available tools, resources and information to create best-of-breed emails and landing pages with campaign goals in mind
- Receive assets from in-house Creative Marketing agency, but work independently on production aspects
- Utilize knowledge and research of current email best practices to make suggestions in regard to design, layout, messaging and deliverability

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- Minimum of 5 years email B2B/G digital marketing experience
  - Proven success at working with marketing automation platforms (Eloqua preferred) and knowledge of techniques like triggered drip campaigns, dynamic content, lead scoring, and segment uploads
  - 5+ years of Marketing campaign experience
  - Excellent organization skills, including the ability to work independently and manage projects with multiple owners
  - Proficiency in Microsoft Office (Outlook, Word, Excel, PowerPoint, etc) and other systems
  - Hands-on experience with marketing automation systems (Eloqua) or similar / or an email marketing platform is a plus