

Email Marketing Specialist Job Description

- Designing, developing, and implementing strategic marketing campaigns that are aimed at achieving the organization's goals
- Analyzing the current email marketing campaigns and providing suggestions or recommendations for improvements
- Ensuring that all email campaigns are in conformity with current email best practices in the industry
- Monitoring and reporting on several email campaigns in order to guide developments or improvements
- Ensuring continuous development in performance through testing
- Liaising and working with the content strategist in order to create effective email content that boosts the organization's product or service awareness
- Researching, identifying, and examining digital trends and coming up with recommendations for greater and better engagements and new opportunities for the organization
- Creating ongoing campaigns that are specifically designed to target new customers, current customers, and re-engage past customers
- Ensuring that marketing messages are concise, conveyed clearly, and properly delivered to prospects
- Overseeing and monitoring the maintenance, security, and integrity of several email databases
- Updating the organization's marketing automation strategies which may involve sending out an unlimited number of emails every month, and going above and beyond sending out automatic replies.