



Email Marketing Manager Job Description

Introduction:

In the digital age, email remains a powerful tool for connecting with customers and driving engagement. At M.L. First Class Marketing, we seek an innovative and strategic Email Marketing Manager to spearhead our email campaigns, blending creativity with analytics to foster meaningful connections and drive results. You're the ideal candidate for this role if you're passionate about crafting compelling email content and have a knack for data-driven decision-making.

Position Overview:

The Email Marketing Manager will be responsible for developing and executing our email marketing strategy to engage our subscriber base, nurture leads, and maximize conversions. This role demands creative thinking and analytical prowess, requiring candidates to design captivating email campaigns, analyze their impact, and continuously optimize for performance.

Key Responsibilities:

- **Strategy Development:** Craft a comprehensive email marketing strategy that aligns with the company's marketing goals and targets key customer segments. Continuously refine this strategy based on evolving market trends and consumer behavior insights.
- **Campaign Management:** Plan, execute, and manage all aspects of email campaigns, including segmentation, personalization, content creation, and scheduling. Ensure all email campaigns comply with current email best practices and legal standards.
- **Performance Analysis:** Monitor and report on the effectiveness of email marketing campaigns, analyzing key metrics such as open rates, click-through rates, conversion rates, and ROI. Utilize this data to make informed decisions and optimize future campaigns.



- List Management: Oversee the growth and maintenance of the email list, implementing strategies for subscriber acquisition and retention. Ensure the list's health by managing bounces, unsubscribes, and inactive users.
- Content Creation: Collaborate with the content and design teams to create engaging and visually appealing email content that resonates with our audience. Stay abreast of email marketing trends to ensure content is fresh and innovative.
- A/B Testing: Conduct regular A/B tests on various email elements, including subject lines, email copy, calls-to-action, and design layouts, to improve campaign performance.
- Automation and Personalization: Implement and manage email automation workflows that deliver personalized content to subscribers based on their interactions and preferences.
- Cross-functional collaboration: Work closely with other marketing team members to ensure email campaigns are integrated with other marketing channels and contribute to a cohesive marketing strategy.
- Vendor Management: Liaise with email service providers and other technology vendors to ensure the seamless execution of campaigns and the utilization of the latest email marketing tools and technologies.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience in email marketing or a similar digital marketing role, with a portfolio of successful email campaigns.
- Strong understanding of email marketing concepts, metrics, and best practices.
- Experience with email marketing and automation software (e.g., Mailchimp, Constant Contact, Marketo).
- Excellent copywriting and content creation skills, with an eye for design and layout.
- Proficient in analytics tools (e.g., Google Analytics) and comfortable making data-driven decisions.
- Strong project management skills, with the ability to manage multiple campaigns simultaneously and meet deadlines.
- Creative thinker with attention to detail and a problem-solving mindset.

What We Offer:

- A competitive salary and comprehensive benefits package.



- An opportunity to lead and innovate in the email marketing space, making a tangible impact on the company's success.
- Professional development opportunities in a supportive and collaborative environment.
- A dynamic workplace culture that values creativity, diversity, and open communication.

Conclusion:

As the Email Marketing Manager at M.L. First Class Marketing, you will have the opportunity to shape the direction of our email marketing efforts and play a critical role in our overall marketing strategy. We encourage you to apply if you're ready to take the next step in your marketing career and contribute to our mission of creating meaningful customer connections. Join us, and let's grow together.