

Document	E-mail marketing (Job Description)
Company	Devspark Labs
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Job Description:

We are in search of a proficient and seasoned Email Marketing Specialist to join our team. The preferred candidate will possess 3-4 years of practical experience in email marketing, demonstrating a proven ability to enhance engagement, drive conversions, and boost revenue through targeted email campaigns. As the Email Marketing Specialist, you will be tasked with crafting and implementing email marketing strategies to nurture leads, retain customers, and amplify awareness of our products or services.

Responsibilities:

1. Develop and execute end-to-end email marketing campaigns, from conceptualization to delivery and analysis.
2. Create engaging and compelling email content that resonates with our audience and aligns with our brand voice, including engaging copy, appealing visuals, and persuasive calls to action.
3. Segment and manage email lists, ensuring accurate targeting and personalized communication based on customer demographics, preferences, and behavior.
4. Design visually appealing email templates that are responsive across devices and browsers.
5. Identifying opportunities for email optimization and implementing A/B testing to analyze performance metrics to optimize campaign effectiveness and engagement rates.
6. Monitor and study email campaign key performance indicators (KPIs), such as email deliverability, open rates, click-through rates, conversions, and ROI.
7. Stay updated with the industry trends and the best practices in email marketing to drive innovation and continuous improvement.

Qualification:

1. A bachelor's degree in marketing, communications, or a related field.
2. 2+ years of experience as an email marketer or a marketing role.
3. Strong understanding of email marketing best practices, deliverability, GDPR, and CAN-SPAM compliance.

4. Proficiency in email marketing platforms such as Mailchimp, HubSpot, Constant Contact, and other marketing automation tools.
5. Familiarity with HTML and CSS for email template customization.
6. Proficiency in data analysis and reporting using tools such as Google Analytics.
7. Being accustomed to A/B testing, Google Ads, and other relevant advertising platforms.
8. Excellent written and verbal communication skills with an analytical mindset to interpret data and derive actionable insights.
9. Creative thinking and the ability to develop engaging email content.
10. Strong attention to detail and organizational skills.
11. Ability to work effectively in a fast-paced and deadline-driven environment.

Hiring Criteria

Education & Experience:

- Bachelor's degree in Marketing, Communications, or a related field.
- 3-4 years of experience in email marketing, preferably in a B2B environment.

Technical Skills:

- Proficiency in email marketing software (e.g., Mail-chimp, Constant Contact, Hub Spot).
- Familiarity with CRM platforms and marketing automation tools.

User-Centric Design:

- Ability to create email content that resonates with the target audience and drives engagement.

Design Expertise:

- Proficiency in designing visually appealing and effective email templates and layouts.

Collaboration and Communication:

- Strong collaboration skills to work effectively with cross-functional teams, including marketing, design, and content teams.

Accessibility and Inclusivity:

- Awareness of accessibility standards and best practices to ensure email content is inclusive and accessible to all recipients.

Usability Testing:

- Experience conducting usability tests and analyzing results to optimize email campaigns for improved performance.

Problem-Solving:

- Ability to identify email marketing challenges and proactively implement solutions to improve campaign effectiveness and ROI.

Resource Evaluation Criteria Form

Education & Experience		Personal Attributes	
Bachelors		Team Player	
3-4 Years		Motivation	
Technical Expertise		Comm Skills	

Email Marketing Platforms		Problem Solving
Marketing Automation		Audience Segmentation
Analytic and Reporting		Personalization
List Management and Segmentation		Email Deliver ability
		Performance Analysis

The above form will be filled on the rate of 10 as the highest score and 1 as the least score.