

Position Description



Position title	Email Marketing Developer/Producer		
Division	Finance Travel & Brand	Business	Brand
Business unit	Brand	Leader title	Email Marketing Manager
Classification	C	Direct reports	No direct reports

Purpose	Building and executing effective email marketing campaigns to RAC members and supporting the email marketing channel for RAC.
---------	---

Responsibilities

The following aspects of this position are indicative only and in no way limit RAC in allocating additional responsibilities to the employee, within the scope of the employee's level of competency, experience, knowledge and qualification.

Email marketing

- Ensuring new and existing email templates are effective and achieve business KPI's.
- Coding emails in HTML using Adobe Dreamweaver or text editor.
- Ensuring the quality assurance of email templates and adherence to brand guidelines.
- Monitoring new and ongoing campaigns to identify bugs, diagnose problems and resolve issues within the email platform.
- Troubleshooting and resolving technical issues related to HTML templates, list segmentation, email opt-outs and other aspects of emailing execution, as required.
- Ensuring email deliverability to ESP's and working with platform support team.
- Preparing and maintaining email operation documentation.
- Segmenting data for campaigns and setting up emails for send through email platform.
- Performing data queries to pull data from database for analytics, segmentation, data import/export etc.
- Supporting the team in A/B testing and reporting where required.
- Providing project tracking and analytics data support.
- Creating and editing custom forms for capturing campaign information.
- Assisting with the end-to-end execution of email campaigns (including asset creation) when required.
- Collaborating with back-end developers and email designer to improve email template usability.

Qualifications

Education

- Relevant qualifications in a related discipline such as multi-media are desirable.
- Relevant certifications in IT or digital are desirable.

Typical experience

- In-depth understanding of the entire email or web development process (design, development and deployment)
- Hands on experience with markup languages.
- Experience with JavaScript, CSS or jQuery.
- Familiarity with browser testing and debugging.
- Experience working with CRM/email marketing/ marketing automation is platforms highly desirable.

Key skills and abilities

- Advanced HTML5 and CSS3 skills.
- Experienced using Adobe Suite.
- Previous use of e-mail marketing systems such as Marketing Suite/Marketo/Sitecore's EXM/Adobe or similar platforms is highly desirable.
- Ensuring the technical feasibility of UI/UX designs.
- Experience pulling data using SQL (or willingness to learn).
- Highly analytical with exceptional attention to detail.
- Great time management skills.
- Able to perform under pressure and meet deadlines.

Position Description



<ul style="list-style-type: none">• Ability to operate effectively in a Values/Behaviour based organisation and role model Behaviours.
Working conditions
Demands <ul style="list-style-type: none">• Availability to meet operational working hours and reasonable overtime, including occasional demands to meet specific business needs.
Decision making <ul style="list-style-type: none">• Agreed matters as delegated by Leader as it is more translatable