

Position Description

Position Title:	Email Operations Associate
Reports To:	Director, Digital Loyalty
Department:	Digital Marketing – Email Marketing
FLSA:(Exempt/Non-Exempt)	Non-Exempt
Band/Level:	

Position Summary

The Email Operations Associate will ensure the right content gets to the right customer at the right time by setting up and executing campaigns. S/He will have knowledge of email marketing best practices, will be self-motivated, and have a strong sense of personal accountability. S/He will also have vast knowledge of the data and process intricacies within the company and the creative thinking to optimize productivity.

Duties and Responsibilities

- Ensure email campaigns are executed accurately and on time
- Setting up, revising, and finalizing campaigns; this includes flawless execution from initial to final stages
- Ensure email metrics are reflective of actual performance; verify data is correctly flowing to subsequent analytics reports.
- Configure and build marketing emails, using the email software application Acoustic Campaign
- Maintain email deployment schedules, adhere to quality control standards, and understand list attributes
- Test emails and check email deliverability.
- Create, test and troubleshoot Auto Responders, Automated Messages, and Programs.
- Setting up campaigns properly and giving recommendations on where a list would better serve, etc.
- Attend New Product Development, cross-functional marketing, brainstorming, and team meetings
- Develop rapport with Product Marketers and other areas of the business.
- Generate new ideas to be tested related to segmentation, personalization, cadence, etc.
- Conduct quality checks on work
- Perform other duties as assigned

Education and Experience

- Bachelor's degree from an accredited four-year college or university in related profession/field
- Minimum Years of Experience Required: 2+

Preferred Qualifications

- Very strong attention to detail with the ability to multi-task in a fast-paced environment
- Excellent organizational, project, and time management skills
- Ability to set and maintain priorities in a multi-task environment and communicate potential issues to the team lead
- Understanding of email marketing best practices, CAN-SPAM, and the opt-in/out process
- Technical aptitude (any combination of Excel and HTML experience are key)
- Experience with marketing automation and campaign management software (IBM Acoustic Campaign/Silverpop experience a big plus)
- Good understanding of database principles with ability to write basic queries. Basic knowledge of SQL a plus.

Position Description

- An aptitude and interest in business and database applications
- Exceptional interpersonal skills and interest in working in a collaborative setting
- Strong verbal and written communication skills
- Accountability, integrity, attention to detail and a great attitude

Position Description Approvals	
Dept. Senior Executive:	
Date Approved:	
HR Representative:	
Date Approved:	