

## Email Marketing Content Specialist (Remote)

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Company: Evolution Health

Location: United States

Category: business-and-financial-operations

### Job Details

#### Description

People are the heart of our company, and our doors are open to everyone. As a customer, as an employee – we are committed to creating an inspiring culture that is welcoming, safe and inclusive for all. Our strength in work and life comes from the combination of our experiences, backgrounds and talents. It's what we do as people that makes Lands' End a great place to shop and a great place to work.

As part of the Marketing Email Channel Team, the Email Marketing Content Specialist is responsible for daily email campaign production tasks including building targeted campaigns, maintaining automated email programs, enablement of dynamic content and the creation and modification of product recommendations. In addition, you will also provide daily reporting as needed, quality assurance prior to deployment, basic hindsighting and coordination of campaign routing. This position also serves as a backup for several functional areas, including coding campaigns (HTML, CSS, data scripting), email compilation, audience selection and campaign deployment. Contributing cross functionally to continuous improvement projects for the Marketing Email Channel is also a must.

#### Responsibilities

Build, edit and test template-based email campaigns

Assist with building, editing and testing automated cross-channel experiences for customers

Set up and test dynamic content rules to ensure the correct content is displayed in customer emails

Edit and test dynamic product recommendations for email

Work with cross-functional teams to request, develop and get approval of new email assets

Monitor and report on performance of automated email programs

Assist with special projects and other duties as assigned

Act as a backup for creating campaigns, selecting audiences and deploying emails

### **Qualifications**

BA/BS in marketing, analytics, computer science or related field preferred

3 - 4 years of experience executing email campaigns using marketing automation software such as Movable Ink (Da Vinci), Responsys, Eloqua, Salesforce, Pardot, Hubspot or similar

Moderate technical skills, including experience using email distribution and reporting applications

Basic knowledge of email construction, including HTML, CSS and variable data scripting

Prior experience with analytics, including reporting and insights generation

Strong communication skills, including the ability to communicate with internal and external technical, creative and marketing staff

High level of accuracy and attention to detail

Quick learner with the demonstrated ability to prioritize and meet deadlines

Flexibility to adapt to changing business requirements

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- 1. Email Marketing Content Specialist (Remote)LuxembourgjobsJobs United States Luxembourgjobs ↗**
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