

Effective for: March 2018

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		REPORTING TO:	Digital Marketing Manager
POSITION TITLE:	Email Marketing Specialist	DIRECT REPORTS:	None
DEPARTMENT:	Marketing	LOCATION:	

POSITION PURPOSE:

The Intrepid Group (Intrepid Travel, Peregrine Adventures & Geckos Adventures) is looking for an Email Marketing Specialist to join our growing and fast-paced North American Marketing team. This role will focus on executing and optimizing marketing email programs. The successful candidate will think both analytically and creatively to segment our data and ensure that each stage of the customer lifecycle is well communicated and engaging for our customers. This person will help innovate our email marketing and implement messaging that delights, informs, engages, and drives sales.

CORE RESPONSIBILITIES

- Build, schedule and deploy email campaigns in Salesforce Marketing Cloud with heavy emphasis on customer segmentation and contact strategy, technical set-up & execution
- Upload and welcome new leads from partnerships and lead generation activity to the email database
- Manage the execution of promotional email marketing programs to consumers
- Proactively manage IP reputation and deliverability by using best practice sending behaviours and complying with global email send rules
- Develop strategy around new email builds and automated email marketing programs
- Execute testing scenarios using A/B splits and control groups to improve our email strategy & content
- Evaluate and communicate results and make recommendations for further enhancements
- Assist in setup and implementation of headers and footers in email templates
- Understand and continually evaluate website analytics and customer data/behaviour to recommend future opportunities for messaging efforts

QUALIFICATIONS AND EXPERIENCE

- 2+ years' experience in email marketing
- Basic HTML experience required
- Some understanding of direct-response marketing, email best practices, metrics and associated KPIs
- Experience working with ESPs, preferably Salesforce Marketing Cloud (Exact Target)
- Self-motivated and results oriented
- Excellent project management, problem solving and organizational skills.
- Proficiency in a web analytics tool, preferably Google Analytics
- Strong data management skills, interpretive ability
- Long term improvement focus, while maintaining flexibility in a rapidly changing work environment
- The ability to prioritize, self-manage, and seek help when necessary
- Excellent communication skills

APPLICANTS

Please send resumes to Dana Eyde, Digital Marketing Manager, at Dana.Eyde@intrepidtravel.com