

About the job

Job Responsibilities:

- Design and implement email marketing campaigns aligned with marketing goals.
- Develop and maintain email templates to ensure consistent and professional communications.
- Analyze email campaign performance and metrics to identify areas for improvement.
- Optimize email campaigns based on performance data, industry best practices, and customer insights.
- Collaborate with content writers and designers to ensure cohesive messaging and branding across all emails.
- Manage email lists, including segmentation and personalization strategies to enhance engagement.
- Ensure compliance with email marketing regulations and best practices.

Job Requirements:

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience in email marketing.
- Strong understanding of email marketing platforms and tools, preferably Klaviyo and Mailchimp.
- Analytical mindset with the ability to interpret data and make data-driven decisions.
- Excellent written communication skills with attention to detail.
- Ability to collaborate effectively with cross-functional teams.
- Familiarity with email marketing regulations and compliance requirements.