



Email Marketing Specialist
GAMECHANGER

Job Category: Marketing/Sales

Job Source: nrbjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Experience: Minimum 3 years

Posted On: 22 Dec 2024

Application Deadline: 20 Jan 2025

Job Context

- We are looking for an Email Marketing Specialist to join our Growth Marketing team, focusing on the creation and execution of our email marketing initiatives. You will be laser-focused on creating and optimizing emails for GameChanger users and associated GameChanger partners. We're seeking an HTML expert who can develop, deploy and report back on the results of sequenced, ad-hoc and triggered email campaigns across our 4 key customer audiences. You will build acquisition, retention, and reactivation email campaigns as part of a comprehensive overall marketing strategy, develop and execute audience segmentation and targeting, and have a hand in both QA and A/B testing.

Job Description/Responsibility

- Develop HTML emails for GameChanger users and partner audiences.
- Work cross-functionally with Product Marketing Managers, Content, Brand Design, Experiential / Activation teams and Business Development to increase YOY performance of revenue attainment via email outreach efforts.
- Plan and execute QA testing initiatives across campaigns.
- Monitor email performance & report findings to stakeholders.
- Plan and execute A/B testing initiatives.
- Leverage audience segmentation & targeting to create diverse email programs throughout the customer lifecycle.

Education Requirements

- Diploma(Diploma (Vocational)) completed.

Experience Requirements

- Minimum 3 years of experience is required.

Additional Experience Requirements

- 3+ years of email marketing experience with an understanding of full lifecycle marketing, triggered messaging, and audience segmentation.

Skills Requirements

- Strong HTML and CSS experience.
- Understanding of responsive email design, QA testing, and email best practices.
- Prior experience with Braze and HubSpot preferred.
- Basic knowledge of sports required.
- Ability to work cross-functionally across multiple teams and organizations.
- Prior management of email campaigns with strong organizational, communication, and coordination skills.
- Experience working in a start-up to scale environment.
- Change-ready - you understand that things constantly evolve and can flawlessly adapt and excel within a hyper-growth environment.
- Experience with Liquid, in-app, and push notifications a bonus.

Work Area

- Applicant should have experience of working in the following category(ies): Marketing/Sales

Industry Type

- Experience should include the following skills: IT/Telecommunication

Address: New York, US, New York, US, United States

Company Profile: Computer Hardware Development

Company Website: <http://www.gc.com/>