



## **JOB DESCRIPTION**

**Job title:** Email Marketing Executive/Assistant

**Reports to:** Marketing Manager

**Staff reports:** N/A

### **Job purpose:**

The email marketing executive is responsible for creating and deploying adoc and nurturing email campaigns in-line with the marketing plan and brand guidelines. This position includes the set up and deployment of individual email marketing campaigns as well as the maintenance and review of templates within the company's marketing automation system.

### **Primary responsibilities:**

- Create, deploy, and monitor email marketing campaigns using the Pardot marketing automation platform; including ad hoc email campaigns, and nurture/drip-based and trigger automated email communications
- Ensure that there's brand consistency across all campaigns and messages
- Help to create and test new email marketing templates and direct marketing communications
- Analyse and report on the success of adhoc and automated email marketing campaigns, providing suggestions and ideas for future campaigns
- Create quality content and proofread any copy that needs reviewing
- Ensure accurate and targeted database selection including segment optimisation
- Create timely communications across marketing automation workflows, increasing customer engagement
- Carrying out A/B testing on adhoc and automated marketing campaigns to maximise results
- Assist with the production of the overall marketing plan for the coming year

### **Secondary responsibilities:**

- Assist with the day to day maintenance and administrative tasks associated with Pardot marketing automation software such as updating images, organisation of lists and campaigns
- Assist with the management of the email database, checking the quality of the email addresses
- Cleaning up the bounce backs from email marketing campaigns, including updating any changed information of propsects within the database

### **Person Specification:**

#### **Essential:**

- A degree or experience working within life sciences
- Previous experience working within a direct marketing role
- Previous experience of creating email marketing campaigns
- Self-motivated and independent worker
- Worked with email marketing platforms such as Mail Chimp
- Strong copywriting and communication skills with excellent English skills
- Strong organisation skills

#### **Desirable:**

- Experience of working with HTML
- Experience using marketing automation platforms such as Pardot, Hubspot, Marketo