

E-Marketing Coordinator



Job Summary:

We are seeking a highly organized, independent and resourceful individual to successfully manage, schedule and execute its email program and to coordinate several other e-commerce marketing activities to both customers and prospects.

Duties:

- Create and modify emails based on provided requirements from Direct Marketing and Ecommerce Departments
- Work with all key stakeholders to understand email requirements and work with design team to create emails
- Work with the marketing email system to create, modify and schedule required email send
- Present content and messaging to align e-marketing with customer communication strategy
- Analyze data, identify success metrics and communicate results to stakeholders and broader team. Use results to implement new campaigns
- Understand and execute high level of automation for regularly scheduled emails by understanding customer needs
- Create weekly marketing reports and implement adjustments based on results

Proficiency and Skills Required:

- Develop and maintain a filing system of advertising and marketing materials (i.e. Emails, banner ads, print, collateral, etc.) as well as vendor relationships and related invoices
- Strong research skills
- Strong analytical skills
- Strong planning and project management skills
- Ability to effectively interact with cross-functional teams

Job Requirements:

- BA/BS preferred and 1-2 years professional experience coordinating in a marketing team
- Copywriting skills preferred
- Excellent verbal and written communication skills
- Some email marketing experience is preferred
- Proficiency in Excel & Other Microsoft tools
- The enthusiasm to always learn and the ability to think creatively and strategically

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