



## Email Marketing Specialist

**Department:** Projects  
**FLSA Status:** Hourly  
**Work Schedule:** Remote Work  
**Rate:**

**Job Status:** Part-time  
**Reports To:** Director of Client Experience  
**Positions Supervised:** None

### POSITION SUMMARY

At GreenCup Digital, the Email Marketing Specialist is the mastermind of email marketing campaigns that capture the attention and delivers valuable information to subscribers through emails they actually want to read. Utilizing their exceptional skills in creating content that brands our clients, they will focus on improving the overall inbox experience and collaborate with cross-functional teams to produce a successful email marketing program.

### ESSENTIAL FUNCTIONS

Design and implement all aspects of email marketing including:

- Developing content that is compelling, on-brand, and effective while maintaining a consistent client/brand voice
- Planning and deployment of promotional, automated, and transactional messages that meet clients goals and expectations
- Collaboratively ideate and design with other team members at GreenCup Digital
- Establish and/or manage client's email service provider including subscriber list segmentation and maintenance
- Conduct A/B testing to enhance productivity, deliverability, and customer engagement
- Actively identify digital consumer trends and insights and apply them to current projects
- Track, measure, and analyze all initiatives to report on return on investment (ROI) to clients

### POSITION QUALIFICATIONS

- At least one year of Email Marketing experience or related digital marketing experience – Required
- Strong knowledge of email service providers – Required: MailChimp, Constant Contact, MailerLite
- Ability to design custom graphics for email campaigns - Preferred, but not required
- Knowledgeable on current email marketing best practices, U.S. CAN-SPAM compliance, and grammar best practices
- Experience participating in client meetings and managing expectations in a digital marketing or related environment
- Ability to maintain email marketing accounts independently and collaboratively
- Proficient in copywriting for multiple audiences and multiple email platforms
- Basic understanding of SEO, keyword research, and Google Analytics
- Possess honesty, maturity, emotional control, and the ability to maintain confidentiality
- Possess organizational and communication skills, self-motivation, and creativity alongside high levels of attention to detail

I agree to assume the above listed responsibilities. I meet the essential job requirements as listed on the attached sheet, with or without accommodation. If accommodation is needed, it shall be agreed to in writing.

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

HR and Management have reviewed this job description to ensure that essential functions have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills, and abilities. Additional functions and requirements may be assigned by team leaders as deemed appropriate.

Design & Implement email marketing strategies
Maintain consistent client/brand voice
Collaboratively ideate & design client campaigns
Utilize ESP and Grammar best practices
Clear communication w/ team & clients