

# Email Manager

The Email Manager is responsible for executing multiple automated, behaviorally triggered campaigns, reporting and customer analytics within our fast-paced marketing department.

## JOB RESPONSIBILITIES

### Email Marketing Planning & Execution

- Oversee and lead all email marketing campaigns, including outbound retention and acquisition efforts and follow up communication templates for inbound email leads
- Plan, oversee and execute automated and behaviorally triggered campaigns
- Manage the email calendar coordination of company promotions, products, and paid advertising within specific campaigns
- Research and recommend outside email list sources for customer acquisition efforts, and execute opt-in campaigns
- Responsible for reporting, maintaining, and monitoring automated email performance and deliverability
- Strategically define and recommend new and enhanced email campaigns
- Utilize our CRM, EDM and ESP software to send email campaigns
- Spearhead software integration testing efforts and implementing software enhancements to improve efficiency and turnaround time
- Oversee the editing, testing, and sending process for all automated campaigns; serve as final quality assurance check before email is scheduled to send
- Work with other business units to define requirements and oversee completion of automated campaigns
- Proactively identify and troubleshoot multiple issues in complex programs
- Communicate with other areas of the business regarding email creative and personalization

### Analytics Reporting

- Data analysis and report findings, insights and recommendations
- Manage and issue weekly sales and service lead scorecard, ongoing marketing effectiveness results by marketing campaign, daily lead and search performance reporting, and website/mobile performance reports
- Timely completion of additional special projects
- Oversee other customer analytics and market share reporting
- Help other team members complete reporting and special assignments

### Customer Insight

- Oversee and manage all customer research needs
- Oversee and manage competitive analysis and reporting

## JOB REQUIREMENTS

- Minimum 5 years experience in email marketing
- Bachelor's Degree in Marketing, Business Management or related field
- Retail or dealership experience a plus
- Competent in Microsoft Excel and other Microsoft Office programs

- Detail oriented
- Ability to learn quickly, multi-task work efficiently in a fast paced environment.
- English copy editing skills
- Time management and communication skills
- Experience with project management
- Strong financial and analytical skills, solid business sense, and good problem solving abilities
- Familiarity with SQL, Excel pivot tables and HTML
- Familiarity with Bronto a plus, but not required
- Assist with SEO efforts a plus
- Strong organizational skills
- Strong leadership skills
- Must be able to handle operational schedules and production work.
- Availability to work beyond normal business hours (including weekends), as needed

Jerry Bernhart  
Executive Recruiter  
jerry@bernhart.com  
507-451-4270