

SPECS:

Role: Email Marketing Specialist
Salary: \$45,000 - \$55,000
Type: Full Time
Core Values: Accountable. Innovative. Fun.
Apply To: michelle@callbam.ca

THIS IS YOU:

You're a subject matter expert with a passion for digital marketing. You know what works across multiple devices, and you've mastered building interactive email campaigns that create a buzz. Organized, check. Resourceful, yup! Innovative, of-course! Confident, hells yeah.

THIS IS THE ROLE:

As the Email Marketing Specialist, you are responsible for coordinating, building, testing, editing, distributing and analyzing outbound email campaigns to support client initiatives, as well as conducting routine maintenance and cleanup of email lists, preparing reports of email marketing statistics for internal and external stakeholders, implementing A/B testing protocols (when required), and completing pre-launch testing for web browser and email client compatibilities; ensuring links, images, subject lines and list segments are correct. This role involves strategic collaboration to ensure messaging is conveyed clearly, timely and accurately, while managing expectations and providing continuous feedback. The Email Marketing Specialist works effectively with our creative team to develop email templates, and ensures every email campaign is mobile-optimized and provides an excellent user experience. **A thorough understanding of how to contribute to, and prepare a comprehensive report with intelligent analysis of delivery and performance metrics of an email campaign will ensure your success.**

THESE ARE YOUR SKILLS:

- 1-3 years of online marketing or digital media experience
- Intermediate HTML and (inline) CSS
- Experience with MailChimp or other marketing automation software
- Solid fundamentals in email marketing and A/B testing methodology
- Understanding of key email marketing metrics, industry benchmarks and best practices
- Proven ability to translate analytic data into strategic ideas
- Experience with Google Analytics and Adobe Photoshop preferred but, not required
- Excellent written, communication and time management skills
- Superior attention to detail

THE PERKS OF WORKING WITH US:

Competitive salaries	Casual dress code	Friday 'Happy Hour' mixer
Flexible hours	Open-concept office	Health Spending Account
Free parking	Complimentary coffee bar	Pets are welcome?
Easy access to transit/major Hwys	Weekly office/team Lunch	