



## **Job Description: Email Marketing Coordinator**

*V.2015.01.20 MK/WP*

*Title: Email Marketing Coordinator*

*Reports to: Digital Marketing Manager*

*Direct Reports: None*

*Status: Full Time*

*Position Location: Listen Technologies Headquarters / Bluffdale, UT.*

Listen Technologies is seeking an Email Marketing Coordinator to be responsible for the scheduling, creation, execution and analysis of email marketing programs. This position will maintain the email marketing calendar and execute against it as scheduled. In addition, the coordinator will work closely with all members of the marketing, sales, and product teams to increase sales through email marketing. The Email Marketing Coordinator will run email programs from end to end, including planning, creative development, scheduling, trafficking assets, segmentation, testing, and analysis. This is a full time position and reports to the Digital Marketing Manager.

### **Responsibilities:**

- Work closely with digital marketing, graphic design, and product development teams to create and deliver compelling email communications for various audiences, including newsletters, product surveys, and sales promotions.
- Oversee daily email operations to ensure that emails are completed and deployed on time.
- Daily monitoring of campaign and delivery performance
- Segment email lists and develop systems for nurture campaigns to various audiences.
- Manage subscriber database to grow the email list and improve response.
- Assist the graphic design and web development teams in creating highly responsive and effective landing pages.
- Measure effectiveness of email marketing campaigns and monitor subscriptions to continually improve ROI from email marketing efforts.
- Assist in writing and editing content for email distribution.
- Analyze analytics and generate performance reports to add to the marketing dashboard.
- Log and monitor web development bugs effecting the email marketing program to ensure they are addressed in a timely manner.
- Other duties as assigned.



## Minimum Qualifications

- Bachelor's degree required, preferably with a concentration in marketing or communications
- Minimum 1-3 years of email marketing experience
- Experience writing and editing email marketing content
- Strong HTML & CSS skills
- Understanding of CAN-SPAM and email best practices
- Web analytics experience
- Strong quantitative and analytical skills to drive actions
- Excellent planning, organization and time management skills
- Strong attention to detail
- Experience using Customer Relationship Management software - SalesFusion and SalesLogix experience would be a plus
- Willingness to learn and a passion for marketing and sales
- Experience with Microsoft Office, especially Excel
- Excellent verbal and composition ability, plus a high degree of professionalism
- Ability to operate and meet deadlines under pressure

## INTENT AND FUNCTION OF JOB DESCRIPTIONS

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive.

Additional functions and requirements may be assigned by supervisors as deemed appropriate. In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization. Job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at will employer. Employees can be terminated for any reason not prohibited by law.

**Listen Technologies is an Equal Employment Opportunity Employer.**

To apply, e-mail your resume to: [Adminteam@listentech.com](mailto:Adminteam@listentech.com)

Human Resource Manager

Listen Technologies Corporation