

Email Quality Assurance Specialist

DataFinity is a global marketing technology consulting firm that helps organizations be successful with integrated marketing program development, digital marketing and marketing automation. Due to expansion, we are seeking motivated and talented sales & marketers to join our world-class team.

We offer a great opportunity to thrive in within a young, energetic and performance-oriented environment. You will have an opportunity to enhance your Marketing Automation skills in a challenging environment and acquire new skills working for clients using best in breed tools and techniques that are at the forefront of marketing.

About the Position

The Deployment Specialist works to provide support to customers in the deployment of their email campaigns and related landing pages. This role executes the process of email campaign deployment and is focused on subscriber segmentation, executing test sends, preparing the final subscriber list and scheduling the deployment in the ExactTarget Marketing Cloud or Adobe Campaign applications. In addition, the Deployment Specialist will prepare customer assets for handoff to other team members and document customer specific processes and work instructions.

Responsibilities

Collaborate with members of the DataFinity team to manage, create and deploy campaigns by executing tasks related to audience segmentation, email scheduling, email sending, template design, copy writing proofing, calls-to-action, segmentation, and scheduling

- Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.)
- Coordinate the campaign management process within Adobe Campaign or Salesforce Cloud applications to ensure all email response data is accurately reflected to inform and optimize future communications with the hospital.
- Manage the email audience: circulation, list health and segmentation.
- Manage subscriber data, import and segmentation using a combination of ExactTarget Marketing Cloud or Adobe Campaign
- Schedule deployments and providing completion communications to the client
- Conduct quality assurance reviews and other activities to ensure the accuracy and timeliness of email deployments
- Monitor the campaign post-deployment to validate completion
- Develop robust campaign documentation, including customer specific work instructions

Requirements

- BA/BS or equivalent work experience
- Marketo, Eloqua, Exacttarget or similar platform; Salesforce a plus
- Proficiency in email marketing and marketing automation technology
- Excellent writer and communicator
- Marketing Automation platform integrated with a CRM; preferably in a B2C or B2B demand-waterfall environment

- Proficiency with responsive email/landing page design, development, and optimization
- Ability to leverage analytics and insights to drive email/landing page improvements
- Ability to use key performance metrics and data to provide insights and make strategic business recommendations
- A passion to stay current with issues and trends in marketing automation, with an emphasis on mobile and emerging technologies
- Project Management experience preferred
- Bachelor's degree in Marketing, or related degree, or equivalent work experience