

JOB DESCRIPTION

Job Title: Email Marketing Assistant

Department: Marketing

Reports to: Email Marketing Executive

Role Overview

We're looking for a talented email marketing professional to join our growing marketing department, within the Retention team. You'll own email creative briefing and the ESP relationship to ensure our campaign deployment deadlines are met, in UK & international territories. Aiming to drive brand engagement and delivering demand through use of most commercially relevant content.

Main Duties and Responsibilities

Email campaign Management and Development

- Responsible for delivering and implementing all email initiatives across UK and international territories.
- Co-ordinate the email sign-off process, including creative, product content (merchandising) and functionality (IT & Marketing) with responsibility for final email sign off.
- Own technical email development, including dynamic content, personalisation, mobile optimisation, video and CSS animation.
- Liaise with the Trade and Merchandising teams to ensure the correct products or categories are featured.
- Ensure that email content is consistent with the wider business focus, including online home pages and visual merchandising.
- Own trigger programme creative updates and implement strategy changes, focusing on customer reactivation and anti-churn.
- Conduct A/B testing to determine most effective creative and copy, messaging and targeting, working closely with the data team to ensure correct execution.

Strategy / Planning

- Assist manager to build and manage the email marketing calendar, on a seasonal and ad hoc basis.
- Ensure email creative and messaging is aligned with the direct marketing strategy, creating a consistent customer experience.
- Collaborate with the trading team and merchandisers when briefing a campaign to ensure concepts are still relevant and manage any changes to the email plan accordingly.
- Responsible for executing testing, working closely with the analytics team and manager to ensure they are delivered correctly.
- Calendar and workflow management, ensuring that creative, technical and marketing teams are briefed on email requirements.
- Liaise with Campaign Executive on promotional code functionality and testing.

Reporting and Analysis

- Weekly in-depth reporting of email performance, including email engagement metrics and demand (through use of Blue Analyser and Adobe Analytics).
- Work closely with the Analysts to decipher test results and any further analysis.
- Monitor competitor's campaigns and report on relevant activity, promotions and send frequency.
- Assist manager with past season write up's and flow lessons learnt into the email plan, through creative ideas and improved targeting.

Qualifications Required

- Education to degree level
- Process management experience
- Good Level of Numeracy and good communication skills
- Computer literacy Excel, Word, Powerpoint,

Note: This outline is to be used as a guide only. Changes in this Job Description may occur as the department changes and grows.