

Email Marketing Specialist Job Description

Email is essential not only for business communication but also for marketing. On the other hand, the sheer amount of email marketing campaigns is astounding, so businesses really need to get creative if they want their message to stand out from the noisy crowd. That is where an experienced email marketing specialist comes in. While your company may already have a marketing division, a social media, and content division, you still need an email marketer to boost sales and increase ROI.

Given that this job is about tech skills and creativity, it is not always easy to hire the best person for your company. Often, business owners are not even sure how to get started. Hopefully, this email marketing specialist job description will point you in the right direction.

Email Marketing Specialist Duties

An email marketing specialist is responsible for creating email marketing campaigns and overseeing their success — that part is pretty obvious. In practice, an email marketer's duties are way more diverse and presuppose tackling a variety of daily tasks, like composing new emails, updating email lists, communicating with leads, etc. However, qualified professionals have to do more than create campaigns and measure their success. A top-notch email marketing specialist will have to constantly look for ways to expand their email lists, come up with impressive offers, and, of course, curate content that catches the recipients' attention. The latter will often imply working with content writers and graphic designers, especially in a large company that does a lot of campaigning. To better understand what email marketers should do, take a look at this specialist's responsibilities and key skills below.

Email Marketing Specialist Responsibilities

- Analyzing market demand to create engaging campaigns
- Conducting a target audience and customer research
- Creating and monitoring email campaigns based on research data
- Making sure each campaign addresses pressing issues and can attract leads
- Creating targeted email lists
- Sending out graphics and content curation requests to relevant departments
- Ensuring all sent emails are grammatically correct
- Ensuring all campaigns have adaptive design and are user-friendly
- Using email automation software to spread out emails to their target recipients
- Following up with the leads and conducting email correspondence with clients
- Measuring campaign results
- Creating forecasts for future email campaigns
- Revising any previous email campaigns to find flaws and address them
- Creating reports on all completed campaigns

Email Marketing Specialist Requirements

- A Bachelor's (or higher) Degree in Advertising, Management, Communications, or any product-specific niche relevant to your product or service
- Experience creating and curating email marketing campaigns (this requirement depends on the company; some prefer to teach their own staff)
- Previous management experience
- Experience with email automation software
- Impeccable copy-editing skills
- Language proficiency (for international campaigns)
- Experience with creating mobile- and user-friendly campaigns using relevant software

Email Marketing Specialist Key Skills

- Strong analytical skills
- Ability to think creatively
- Excellent communication skills to collaborate with different staff members
- Ability to learn on the go
- Readiness to work long hours when required
- Outstanding client communication skills
- Problem-solving and decision-making skills
- Critical mind to see any flaws in past campaigns and be able to address them
- Multi-tasking skills and ability to oversee several campaigns
- Leadership skills to allocate relevant tasks
- Ability to accept failure and overall stress-resilience
- Ability to address negative feedback in a positive manner
- Drive and dedication to the job