



Position: Email Marketing Specialist

The Email Marketing Specialist should be an engaging writer who is extremely organized with the ability to multitask. The ideal candidate has a passion for meeting deadlines, is well-versed in the email and SMS marketing landscape, and possesses excellent communication skills. A personal passion for shooting/hunting/outdoors is a plus. If this sounds like you, then we'd love to talk to you!

Email Marketing:

- Manage end-to-end execution of marketing emails & SMS campaigns, including writing copy, sourcing and designing images, building, reporting and growing lists
- Maintain email marketing calendar for multiple clients
- Plan, develop, test, and deploy automations/campaigns through e-mail marketing platforms
- Develop robust A/B testing and dynamic content strategies to optimize client email programs
- Report on campaign stats in department meetings and to account managers/clients
- Maintain knowledge of email marketing best practices and ensure our email marketing aligns with these. Always keeping an eye on new opportunities and areas to grow
- Ability to evaluate e-mail marketing performance, draw insights, provide recommendations for optimization, and strategize fresh ideas
- Ongoing email list maintenance

Social Media and Influencer Marketing

- Assist in organic social campaigns which could include social postings, recruiting influencers, and executing micro-campaigns

Other marketing/communications projects and duties as assigned.

A well-qualified candidate will possess the following:

- Highly organized, detail-oriented and able to manage/execute multiple ongoing projects
- Highly creative, strategic thinker with ability to develop fresh, executable ideas
- Passion for email marketing, specifically in the e-commerce industry
- Superb verbal and writing skills to communicate effectively, and on-brand with consumers
- Solution oriented/problem solver

Required Knowledge, experience and skills:

- Bachelor's Degree in Communications, Marketing, Journalism, Digital Media, or a related field
- Entry level, 1-2 years of relevant email experience preferred
- Experience using ESP such as Klaviyo, Omnisend, MailChimp, etc
- Must be proactive and be able to work independently with little or no supervision
- Solid computer skills, including Google Suite, and DropBox
- Solid understanding of digital content, communication, and marketing principles.

RubLine Marketing is an equal opportunity employer.

Last Edited 4/12/23