The W. P. Carey School of Business Marketing and Communications department seeks an Email Marketing Specialist who will be responsible for the day-to-day, hands-on execution of email marketing programs in support of school, marketing and communications, program and department objectives.

This position provides technical expertise in creating, scheduling and measuring automated and individual email communications. The email marketing specialist is responsible for trouble shooting problems with Email Service Provider (ESP), coordinating with the CRM team, and coordinating with team members while tracking tight deadlines. This position will be responsible for list management, creating queries and list segmentation. They will design and code html email templates, build automated email programs, perform A/B testing and implement email best practices. In addition, they will be responsible for measuring and reporting across electronic communications channels. This unique individual will combine writing and editing skills along with a strong and thorough understanding of all aspects of html email best practices and front-end Web development.

Essential Duties

**Email Marketing Strategy**
- Research email optimization, trends, and advances (i.e. responsive design, schema markup on emails) and consistently work toward optimizing the school's email marketing program.
- Collaborate with marketing managers and content team to design and implement messages and campaigns that improve user acquisition and retention.
- Work closely with CRM team to define data elements, troubleshoot complex list segmentation and queries, and create complex automated programs.
- Establish email goals and manage email marketing strategy and innovation around content, frequency and list segmentation for key email marketing activities that support the school’s enrollment and yield objectives for degree programs.

**Email & Landing Page Communications: A/B Testing, Optimizations**
- Design and code mobile-responsive email templates.
- Manage automated email campaigns in the email service provider platform, including setup, testing, deployment, and reporting.
- Create and execute promote email campaigns with custom creative and content tailored to each audience.
- Evaluate and make recommendations to optimize the landing page experience for improved conversion on lead capture campaigns.
- Work cross-functionally with other teams to design new emails and improve existing messaging.
- Conduct A/B tests on the copy, layout, offers, and targeting of email promotions and landing pages.
- Identify measures of success and report on the outcome.
- Document best practices for conducting tests and maintain a library of email best practices.
- Initiate improvements to email messaging based on industry best practices and successful tests.
- Attend and present at team meetings to inform and educate the Marketing Team on email tactics, best practices, and trends.
- Ensure data quality through list monitoring and list upkeep.
- Troubleshoot problems with Email Service Provider (ESP).

**Reporting and Analytics**
- Ownership of the digital dashboard for reporting to leadership – including Google Analytics, social media, email, and ad-hoc analysis as needed on marketing campaigns.
- Organize results and present analysis on email campaign performance, effectiveness, customer engagement and conversion activities.
- Report on actual email performance vs. forecast/external benchmarks.
- Create and maintain internal and external email performance benchmarks.

**Minimum Qualifications**
Bachelor's degree in a field appropriate to the area of assignment AND three (3) years of related experience; OR, any equivalent combination of experience and/or education from which comparable knowledge, skills and abilities have been achieved.

**Desired Qualifications**
- Demonstrated knowledge of HTML CSS, Adobe Creative Suite
- Experience to write quality code that satisfies HTML email best practices for the current environment, including mobile optimization.
- Experience with JavaScript and/or jQuery
- Hands-on and experience across the end-to-end email marketing process
- Experience using email tools/products to create, deliver and monitor email campaigns
- Demonstrated knowledge of database concepts, list management, querying and segmentation
- Experience in optimizing performance of email campaigns by split testing subject lines, body copy and images, etc
- Experience writing and editing content for the Web
- Experience with attention to detail and accuracy
- Experience in web analytics tools and assessment of outcomes
- Demonstrated knowledge of web standards, W3C specifications and experience with cross-browser/cross-client testing
- Experience with A/B and multivariate testing
- Experience in working under specific deadlines and shifting priorities.
- Experience in multitasking and completing projects quickly
- Demonstrated knowledge with SEO a plus
- Demonstrated knowledge with CRM systems a plus

**Working Environment**
Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding, and manipulating a computer mouse; required to stand for varying lengths of time and walk moderate distances to perform work. Occasional Frequent bending, reaching, lifting, pushing and pulling up to 25 pounds. Regular activities require ability to quickly change priorities which may include and/or are subject to resolution of conflicts. Ability to clearly communicate verbally, read, write, see and hear to perform essential functions.

**Department Statement**
The W. P. Carey School of Business at Arizona State University is one of the largest business schools in the United States with more than 13,000 students. Solutions for the planet mean developing problem-solvers from around the globe. From our world-renowned faculty representing six continents to thousands of outstanding students who join us every year from around the world, the W. P. Carey School welcomes diversity and encourages global thinking. The W. P. Carey School is internationally recognized for its leadership in business education, groundbreaking research and innovation, and renowned faculty making us one of the top-ranked business schools in the country. Learn more at [http://wpcarey.asu.edu](http://wpcarey.asu.edu).

**ASU Statement**
Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 90,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.

ASU is a tobacco-free university. For details visit [http://asu.edu/tobaccofree](http://asu.edu/tobaccofree)
AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.

Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law.

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<tr>
<th>Employment Verification Statement</th>
<th>ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.</th>
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<tr>
<td>Background Check Statement</td>
<td>ASU conducts pre-employment screening for all positions which includes a criminal background check, verification of work history, academic credentials, licenses, and certifications. Employment is contingent upon successful passing of the background check.</td>
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<tr>
<td>Instructions to Apply</td>
<td>Application deadline is 3:00PM Arizona time on the date indicated. Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position. Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position. ASU does not pay for travel expenses associated with interviews, unless otherwise indicated. Only electronic applications are accepted for this position.</td>
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