



Email Marketing Manager

Job Description:

If you are a Ragnarian, you know how important our email communications are. If you would like to become part of making them even better, we need to talk. Ragnar Relays is a Utah-based company with a national footprint. We are looking for an exceptionally talented and motivated individual to join our Marketing Department as an Email Marketing Manager. Candidate will have a strong digital marketing background and should have successfully developed, maintained and optimized high-volume, national email marketing campaigns.

General Role

The Email Marketing Manager owns the overall email program and is responsible for managing the flow of email communications. In addition to maintaining current volume, this individual will define the long-term vision and strategic plan for email evolution. Responsibilities include creating and managing e-mail marketing and tactical strategies that will raise the level of customer communication, acquisition & retention. The Email Marketing Manager will facilitate the implementation and execution of email campaigns, ensuring they're conducted in a way that provides in-depth reporting, aligns with best practices, and integrates with existing & future campaign management tools.

Primary Responsibilities

- Revenue and budget responsibility for email campaigns as well as managing database growth and unsubscribe rates
- Email strategy creation and oversight
- Complete execution of email campaigns including planning, development, deployment, testing and reporting
 - Execute established methods while identifying new opportunities
- Monitor competitive intelligence and report on trending and untapped opportunities
- Monitor and assesses relevant tracking metrics
- Collaborate with Marketing team on overall IT development of customized technology integrations related to email programs
- Manage customer survey software

Specific Tasks

- Manage overall marketing and per-event email campaign strategies
- Manage and improve customer segmentation and CRM plan utilizing existing database
- Ensure email design adheres to industry best practices, maximizes response and open rates as well as conversions
- Ensure email structure and content is compelling, accurate and on brand
 - Write copy, collaborate on image selection, properly time message and content
- Design email testing strategies
 - Monitor and analyze results and provide insights and recommendations to improve email performance

- Build and own email marketing calendar designed to support sales cycle and customer information needs
 - Coordinate calendar with supporting social media promotions and ad buys
 - Ensure a cohesive customer experience across all channels
- Expand and develop prospect marketing plan
- Streamline the creative process with a focus on templates and systems
- Manage special email requests for internal/external clients and coordinate timelines and deliverables
- Manage relationship with email service provider(s) to optimize targeting, acquisition and retention opportunities
- Own testing of links, spelling, grammar and accuracy
- Own overall success and ensure flawless execution

Required Skills

- Experience with high-volume, fast paced email campaigns
- Strong work ethic, positive attitude, and leadership qualities with the ability to handle multiple tasks and set priorities
- eCommerce marketing experience
- Exceptional eye for detail
- Ability to work in a fast-paced environment
- Strong analytical skills
- Strong organizational skills
- Proven written and verbal communication skills
- Advanced Microsoft Excel skills
- Basic working knowledge of Microsoft Access, Project, and SAP
- Prior experience with Exact Target
- Basic html knowledge
- Adobe Photoshop experience preferred

Experience

- 5 years of experience in Customer Relationship Marketing preferred
- 5 years minimum of experience in creating, executing, maintaining, and analyzing email marketing strategies
- 3 years of experience in email execution experience
- Detail oriented with strong written and verbal communication
- Proficient with basic software programs including Microsoft Access, Excel, Word, PowerPoint, and Outlook
- Prior experience with lifestyle brands and/or sports industry preferred

Education

Bachelor's Degree in Business and/or Marketing or related field, or equivalent work experience required

Benefits/Salary

Ragnar Relays offers a competitive salary + bonus structure based on experience, as well as a full benefits package. Extra benefits include free-lunch Wednesday, free race entries and a really cool break room.

To apply: Submit your cover letter with salary history and resume to jobs@ragnarrelay.com