

August 23, 2010

## EMAIL MARKETING SPECIALIST

### JOB DESCRIPTION

**About Us:** We are a fast growing, international, e-commerce Company founded in 2005 with 125 people in two offices: Chicago and Cologne, Germany. We specialize in providing e-commerce services to companies that sell digital products, such as software. We have built an industry leading e-commerce platform, provide fraud management services, order-related support and marketing services.

**Responsibilities:** The Email Marketing Specialist (EMS) has three primary areas of responsibility:

- Supporting the acquisition of new clients
- Supporting the retention of existing clients
- Responsibility for email marketing program

In order to support the acquisition of new clients, the EMS will:

- Develop Sales collateral content
- Demonstrate the email marketing program and platform in a concise, thorough manner
- Train internal resources on specific email platform and general email topics

In support of existing clients, the EMS will:

- Develop FAQ guide content for existing clients
- Provide training for clients that choose Message Direct, our email marketing platform
- Plan, develop, execute and optimize campaigns on behalf of clients

And for the responsibility of the email marketing program, the EMS will:

- Develop and plan monthly email calendars
- Work with and communicate with our design team on the creation of email campaigns
- Manage and maintain email distribution, which includes heavy testing planning as well
- Assess successes and failures by email segment
- List management
- Remain current on email best practices and US CAN-SPAM and EU Anti-Spam compliance
- Develop, manage and test all automated email campaigns
- Additional email-related responsibilities as they arise and as we grow

**Qualifications:** The successful candidate possesses each of the following:

- Great self-organization skills



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- Strong communications and interpersonal skills
- Demonstrated ability to multi-task and achieve results
- Solid understanding of technology
- E-commerce experience a plus

**Requirements:** The successful candidate has the following qualifications:

- Minimum of 2 years Direct Marketing and/or Email Marketing experience a must
- Excellent written and communication skills
- HTML knowledge
- Positive attitude, self-motivated, team player, creative individual preferred
- Bachelors degree or equivalent
- Experience with WhatCounts platform a plus

We offer a generous 401k company match, top health care plan and a relaxed work environment.

