

JOB DESCRIPTION

Role: eMail Marketing Specialist (Campaign Specialist)
Reports to: Marketing Manager, Asia Pacific
Location: Singapore

The eMail Marketing Specialist will drive the execution of email marketing campaigns for the region, to drive brand awareness and visibility, specifically

- Develop content strategies based on targeted audience and email best practice
- Create campaigns and oversee all aspects – design, copy, marketing to technical development
- Manage campaigns – troubleshoot issues, monitor performance and make adjustments
- Generate and analyse data – monitor and assess performance to better optimise future campaigns

Responsibilities

- Create various email lists and campaigns
- Create and design various CTAs and email templates
- Test every campaign success
- Determine email marketing KPIs
- Develop and present reports on a weekly basis
- Develop a lead generation strategy
- Create smart email lists
- Increase email subscriptions
- Analyse data to get smart insights
- Suggest methods for improvements
- Segment lists based on behaviours like past email engagement and website interactions
- Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.

Technical Skills and Competencies

- Diploma / Degree in Marketing, Communications or Business
- Experience with email marketing, lead nurturing, marketing automation, and/or web analytics
- Proficient using email marketing automation technology (Hubspot, Mailchimp, etc)
- Knowledge of latest digital marketing trends
- Sense of ownership and pride in your performance and its impact on company's success
- Critical thinker and problem-solving skills
- Team player
- Familiar with Adobe Photoshop, Illustrator, WordPress, HTML
- Good time-management skills
- Great interpersonal and communication skills

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- Website: www.biposervice.com
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To apply for this role, please contact: [**asean.hr@biposervice.com**](mailto:asean.hr@biposervice.com)

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- Global Payroll Outsourcing
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