

Email Marketing And Newsletter Manager

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Company: MS Audit

Location: Islamabad

Category: other-general

Job DescriptionWe are seeking a highly motivated and experienced Email Marketing and Newsletter Manager to join our marketing team. The successful candidate will be responsible for developing and executing our email marketing strategies to enhance our brand's relationship with our audience, increase engagement, and drive conversions. This role involves managing the entire email marketing process, from list management and segmentation to designing emails, creating compelling content, and analyzing performance metrics.

Responsibilities:Develop and implement email marketing strategies to promote products or services, engage with the audience, and drive sales.Manage all aspects of the email marketing process, including campaign planning, content creation, segmentation, testing, sending, and analytics.Design and create engaging and visually appealing email templates that align with our brand's identity and marketing goals.Write compelling email copy that effectively communicates our message and entices readers to take action.Segment email lists based on behaviors like past email interactions and website engagements to personalize campaigns.Conduct A/B testing on various email campaigns to establish the most effective ones.Analyze campaign performance and generate reports on key metrics to guide future email marketing strategies.Stay up-to-date with the latest email marketing trends, strategies, and best practices to continuously improve our email marketing efforts.Collaborate with other departments to ensure a cohesive and integrated marketing strategy.

Job Specification**Skills and Qualifications:**Proven experience in email marketing or a similar role.Strong knowledge of email marketing platforms (e.g., Mailchimp, Constant Contact, SendGrid) and marketing automation technology.Excellent writing, editing, and

proofreading skills, with a keen eye for detail. Experience with HTML/CSS for email design. Ability to analyze data and provide insights from email campaigns. Strong organizational and project management skills, with the ability to manage multiple projects simultaneously. Creative mindset with a strong sense of brand identity. Bachelor's degree in Marketing, Communications, or a related field is preferred.

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