



## **Job Description: Email Specialist**

BrightWave Marketing, based in Midtown Atlanta, is a specialized marketing firm focused on creating and managing exceptional strategic and tactical online acquisition and retention programs that **drive revenue, cut costs** and **build relationships**.

We also own and run EmailStatCenter.com the first centralized online repository of statistics and research specific to the email marketing industry

The position is a key one and the right person will have the opportunity to gain a wide range of exposure and skills in this role, with the possibility of a quick ascension and strong compensation. This person must be extremely flexible and dedicated with a passion for serving clients with integrity and a strong attention to detail. The right candidate will have a passion and interest in helping grow a fast moving, exciting company that currently is generating much industry buzz in an always changing industry.

The Email Specialist position is truly for someone that can excel and has proven experience in multiple areas of technology and marketing and wishes to continue to grow in a broad range of areas within these disciplines. The perfect candidate has interactive/email marketing experience from either the client or agency side and can contribute on the strategic and tactical marketing side while also being able to juggle multiple projects and interact with clients on a daily basis.

Specifically, this role requires someone with interactive marketing experience and project management experience. Email marketing, search marketing and agency or client side experience are also preferred. Familiarity with HTML coding, email software tools, industry metrics and best practices are also a major plus. The right candidate will have many opportunities to develop multiple skill sets, enhance their career and compensation in a faster than normal fashion.

### **Responsibilities Include:**

- Primary client contact for major account.
- Coordinate campaign details with client
- Coordinate data/lists and relevant data matching with clients
- Learn and become competent with email deployment tools
- Assist with managing email marketing campaigns
- Assist with creation of HTML emails based on client provided content/branding
- Assist with managing search marketing campaigns
- Assist in campaign reporting and resulting analysis
- Manage and coordinate internal master campaign schedules
- Develop ability to evaluate program performance and provide recommendations for

enhancements

- Assistance with management of EmailStatCenter.com website, operations and statistical research
- Database Management
- Assist in sales development, research and proposals
- Assist in Administrative functions, as needed
- Any other functions as the company sees fit

**Desired Qualifications:**

- Project Management Skills and Experience
- Client/Project coordination background and client services management experience
- Past experience in working with HTML emails, some coding experience is preferred
- Experience and desire in working with small, fast moving company with little structure
- Interactive marketing experience, email marketing preferred
- Creative ability with marketing knowledge
- Strong communicator with ability to articulate ideas, both written and verbal
- Basic strategic and tactical marketing skills
- Strong knowledge of the Internet and emerging trends and applications
- Experience in email or search marketing a plus
- Background in a marketing/interactive agency a plus
- Ability to think creatively
- Strong attention to detail
- Ability to work independently and with minimal structure
- Ability to lead cross functional teams
- Ability to jump from "high profile" projects to "digging a trench" type projects without missing a beat and maintaining enthusiasm
- Team Player
- Strong working knowledge of Microsoft Office programs - Word, Access, PowerPoint and particularly Excel

Education and Experience Requirements

- BA or BS required
- 2-5 years of comparable experience
- Strong references
- Interactive marketing experience

For more information, please visit BrightWaveMarketing on the web at [www.BrightWaveMarketing.com](http://www.BrightWaveMarketing.com)

Contact: jobs@BrightWaveMarketing.com - Please include **Email Specialist** in the subject line with a cover letter, resume, overview of email experience and desired compensation. BrightWave Marketing, Inc. is an Equal Opportunity Employer.