



## Campaign Manager

BrightWave Marketing is North America's leading email marketing focused digital agency. We partner with our clients to develop, manage and optimize digital programs that drive revenue, cut costs and build relationships.

As Campaign Manager for BrightWave Marketing, this candidate would be responsible for the internal setup and tracking of all client email marketing campaigns. This candidate will work seamlessly with both the client services and creative and production staff to setup, build and track all email campaigns from inception to reporting within our enterprise level deployment platforms.

The successful candidate will be an extremely detail oriented individual with 2-3 years of interactive marketing experience and a track record of executing multiple email campaigns with success. This person must have a passion for email and interactive marketing, including mobile and social marketing programs as well as the ability to support a blue-chip roster of clients with integrity, possess a strong attention to detail and be capable of managing multiple projects at the same time. This candidate should be familiar with email performance metrics and project management fundamentals including very basic HTML knowledge. Strong communication and interpersonal skills are required for this position. The candidate must also be able to multi-task and work collaboratively with client, design, and information technology departments.

### Responsibilities Include:

- Manage master internal campaign calendar and tracking
- Manage all aspects of the internal client email campaign setup from campaign inception through production to client approval
- Manage setup of all custom email automation
- Manage weekly and monthly email reporting and analytics including benchmarking against industry standards
- Coordinate custom data transfers and email data management
- Assist in email campaign review and editing process
- Assist with conducting and analyzing regular testing of subject lines, content, layout, segmenting approaches, etc. to improve email performance
- Evaluate and spot trends from email campaign metrics
- Assist in providing recommendations for campaign enhancements
- Assist in all internal project tracking

### Desired Qualifications:

- Email marketing experience
- Detailed project management skills and experience
- Strong attention to detail
- Working knowledge of basic HTML/CSS coding
- Experience working in enterprise level ESP platforms
- Ability to work within a collaborative environment
- Desire to work in a small, fast moving company
- Strong communicator with ability to articulate ideas, both written and verbal
- Strong knowledge of digital marketing space and emerging trends and applications
- Ability to jump from "high profile" projects to "digging a trench" type projects without missing a beat and maintaining enthusiasm
- Strong knowledge of Microsoft Office - Word, Excel, PowerPoint and particularly Access

### Education and Experience Requirements:

- BA or BS required
- 2-3 years of interactive marketing experience; 1-2 years of email marketing experience
- Strong references

### Contact: [jobs@BrightWaveMarketing.com](mailto:jobs@BrightWaveMarketing.com)

Please include **Campaign Manager** in the subject line with a cover letter, resume, overview of email experience and desired compensation. BrightWave Marketing, Inc. is an Equal Opportunity Employer.

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