https://intscanada.com/job/email-marketing-manager/

□□□□□□□□-Email Marketing Manager

Hiring organization
INTS Consulting □□□□□□□□□

Date posted
2023□10□18□

Description

Location

Hybrid

Type

Freelance

Duration

Full-Time

Start

November 2023

Salary Rate

$95,000 – $115,000

Description

Our education technology client is looking for a Email Marketing/ CRM Manager to

join their team on a fulltime basis.

What you'll be doing in this role:

- Managing the implementation and optimization of CRM marketing efforts

– Managing email campaigns- different programs with alternative branding, audiences, positioning etc.

- Working the with the Design Lead to create engaging ad copy that will generate qualified leads
- Building and managing lead lists
- Collaborating with fellow marketers and creatives
- Reviewing campaign results and tracking metrics
- Measuring performance against targets

Skills needed:

- 6+ years of experience in email marketing
- Experience with Salesforce Marketing Cloud and Hubspot
- Experience in the tech industry is a bonus
- Experience in setting up your own strategy and email program.

*INTS Consulting ????????? INTS Consulting ??????????????