



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

## ██████████-Email Marketing Manager

**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.

**Hiring organization**

INTS Consulting ██████████

**Date posted**

2023-10-18

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.