https://intscanada.com/job/junior-email-marketing-crm-specialist-2/

????????? CRM ??-Junior Email Marketing & CRM Specialist

Hiring organization
INTS Consulting ?????????

Date posted
2023?10?18?

Description

Benefits

Pulled from the full job description

- Flexible schedule
- Paid time off

Job Summary

We are embarking on an exciting and unprecedented journey to build a highly specialized Marketing Team, and we are seeking an exceptional Email Marketing Specialist to join as a key member of the sales team. As an Email Marketing Specialist/Lead Generator within the sales Team, you will play a crucial role in developing and executing innovative email sequences to attract and engage the appropriate target market. This position requires a deep understanding of email marketing best practices, segmentation strategies, and the ability to scale campaigns to achieve ambitious goals. **THIS IS FULL TIME AND A FULLY REMOTE WORK FROM HOME ROLE.**

(NOTE THIS IS NOT MASS EMAIL MARKETING – PERSONALIZED PEER TO PEER B2B MARKETING TARGETING SPECIFIC INDUSTRIES)

Responsibilities:

- Collaborate closely with the Sales Team to develop and execute highly effective email marketing campaigns tailored to attract and engage top talent.
- Create captivating email content and design visually appealing sequences that align with the brand's style and messaging, while focusing on PERSONALIZED EMAILS.
- Monitor and analyze email campaign performance, providing regular reports and insights to the Sales Team to inform strategic decision-making.
- Create blogs & LinkedIn posts

Qualifications:

- **Proven experience in email marketing and lead generation, preferably in a fast-paced and goal-oriented environment.Strong preference given to B2B.**
- **Strong knowledge of email marketing platforms and tools.**
- Excellent copywriting and editing skills with a keen attention to detail.
- Ability to analyze data and metrics to drive actionable insights and recommendations for the Talent Team.
- **Creative mindset with the ability to think outside the box and develop innovative email campaign ideas tailored to talent acquisition objectives.**
- Strong project management skills with the ability to prioritize and manage multiple campaigns simultaneously.
- Familiarity with email marketing regulations and compliance.
- Excellent communication and collaboration skills to work effectively with cross-functional teams.
- Self-motivated with a proactive approach to problem-solving and an eagerness to contribute to an unprecedented Talent Team approach to sourcing.

Job Type: Full-time

Salary: $35,000.00-$50,000.00 per year

Benefits:

- Flexible schedule
- Paid time off

Schedule:

- Monday to Friday

Work Location: In person