

## **ROLE PROFILE**

<b>Title:</b>	<b>Digital Campaign Specialist</b>
<b>Function:</b>	Product Marketing - Marketing Services
<b>Reports To:</b>	Creative and Brand Manager
<b>Location:</b>	Toronto
<b>Type:</b>	Full-Time

## **Role Overview**

The Digital Campaign Specialist will work collaboratively with clients, assigned account teams and internal technology teams to ensure accurate and timely delivery of digital / email campaign services.

The Digital Campaign Specialist is responsible for performing day-to-day email marketing activities including but not limited to end to end execution of email communications, building and coding email templates and campaigns, database selection, scheduling, testing and deployment of one-time, recurring, triggered and dynamic content-driven campaigns through the ESP platform.

## **Specific Responsibilities**

- Create outbound digital communications, i.e., email marketing campaigns and mobile push notifications using Selligent Marketing Cloud, while collaborating with the assigned account team, to promote products.
- Awareness of each campaign's timeline and frequency and ability to meet deadlines.
- Upload html templates provided by the graphic design team, along with appropriate content of the campaign (this includes any graphics and dynamic fields).
- Collaborate with developers and QA teams when there are new requests/changes for a specific campaign and those require development work.
- Follow up with the database architecture team to provide the correct list of prospects for each campaign.
- Performing end-to-end testing of the campaign and tracking it to make sure it was complete and delivered to the correct prospects.
- Pull statistics and reports about that email campaign, and ability to properly communicate those with the account teams.



- Appetite to learn and improve the email marketing process we have today.

## **Capability Requirements – education, skills & experience**

- Post-secondary degree in Marketing or Communications (or equivalent knowledge & learning capability from work experience).
- Minimum 3+ years' related experience in a marketing automation capacity.
- Self-driven and reliable with the ability to work in a fast-paced environment.
- Must have experience deploying emails with Selligent Messaging Studio, or equivalents such as Sales Force Marketing Cloud, Eloqua, Responsys and Marketo.
- Proficient experience using HTML and CSS for email marketing. Exposure to SQL would be an asset.
- Experience with Adobe Creative Suite, such as Photoshop and Illustrator would be an asset.
- Ability to read and code emails to ensure proper tracking and right tagging within email templates.
- Solid understanding of database concepts and segmentation.
- Must be familiar with email delivery systems and email service provider (ESP) platforms.
- Excellent written and verbal communications skills.
- Ability to use time effectively, prioritize and manage multiple projects with time sensitive deadlines.
- Proficiency using MS Office suite software, including Microsoft Word, Excel and PowerPoint.
- Strong project management skills.
- Strong problem solving and decision making ability.