

Email Marketing Executive

Basic information

Band: E

Job family: Customer Experience and Marketing

Terms: Fixed term contract (Jan 2019)

Location: Cheltenham

Reports to: Senior Ad Operations Executive

Team: Ad Operations

Business unit: External Relations



Role purpose:

The Ad Operations Team ensures the implementation and delivery of all UCAS digital advertising campaigns is effective, while being highly efficient, to facilitate and deliver revenue. The Email Marketing Executive is responsible for creating email campaigns, developing and building HTML email templates, and monitoring email quality, test templates, and emails, to ensure they are optimised for different email clients and devices.

You will be enthusiastic about the digital advertising landscape space, and prepared to tackle a wide variety of tasks, across various platforms. You will also have a strong customer-service focus, be keen to develop new skills, have a flexible approach to working, and enjoy working closely with colleagues.

Key duties and responsibilities:

- Manage a broad range of high-volume campaigns.
- Build dynamic and mobile friendly newsletters, web forms, surveys, A/B testing, and generate customised reports.
- Follow best practice surrounding developing, HTML/CSS coding, optimising, and delivering email marketing campaigns.
- Compile and analyse performance metrics and client demand, to schedule and plan sending emails.
- Ensure QA processes are followed, and campaigns are successfully delivered.
- HTML template coding and cross browser/email client rendering.
- Test different subject line, email content, sending patterns, times, and email HTML combinations, for optimal delivery, and highest user engagement.
- Ensure email campaigns are tracking properly.
- Support the Email Marketing Team with database cleansing and re-engagement tasks.

- Escalate issues to senior management as necessary and appropriate.
- Make recommendations for tailored email templates.

Accountabilities:**Financial authorities:**

- Authority to make decisions associated with managing the smooth delivery of services which lead to the generation of income.

Non-financial authorities:

- Authority to represent UCAS Media when working on cross-departmental activities with UCAS.

Person specification:

- Experience of executing marketing emails, with the ability to measure and improve campaign performance.
- Highly creative, with proven ability to develop and manage engaging and original campaigns.
- Strong analytical skills, with experience of using tools to evaluate campaign metrics, determine improvements and innovations, and adjust accordingly.
- Experience in building/designing mobile responsive email HTML templates.
- Track record of delivery in a fast-paced, demanding environment.
- Strong communication and interpersonal skills, with the ability to work in a cross functional environment with multiple stakeholders.
- Attention to detail.
- Ability to handle multiple projects simultaneously, and meet variable deadlines.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Accountable – we take ownership of our individual and organisational performance.

Customer-focused – we understand who our customers are and how best to engage with them.

Collaborative – we collectively create an engaging and positive work environment.

Trusted – individuals are trusted to make informed decisions and take appropriate risks.

Service excellence – we spot opportunities, take the initiative, and have an entrepreneurial approach to making things better.