

Email Marketing Deployment Consultant

Acceleration provides unrivalled digital marketing consulting, outsourcing and technology services to clients around the world. We have more than a decade of experience creating client focused solutions that optimize Software as a Service marketing technologies, automate complex processes, harmonize technology and maximize our clients' return on digital investments.

With key offices in London and New York, Acceleration employs expert teams throughout North America, South America, Europe, the Middle East and Africa, and maintains strategic partnerships with industry leaders including Omniture, Google, DoubleClick and Epsilon.

We aren't your typical company. We do things that haven't been done before, and our employees are some of the best in the world when it comes to maximizing client return on digital marketing investments.

Our business is focused on core audience segments - Publishers, Marketers and Agencies - and we are looking to add more top performer to our Email Marketing team. We require Email Marketing Deployment Consultants in both Cape Town and Buenos Aires offices.

Position Overview

The Email Marketing Deployment Consultant works within the Email Marketing team to provide support to customers in the deployment of their email campaigns and related landing pages. This entry-level role executes the process of email campaign deployment from receipt of customer's creative assets through the actual deployment of the campaign.

This includes building the emails, testing for functional and rendering quality, proofing to the client and managing the customer approval process, preparing the subscriber list and scheduling the deployment.

Primary Responsibilities

- ▣ Collaborate with Email Marketing Services Manager and Email Campaign Managers to manage, create and deploy campaigns on behalf of Acceleration customers.
- ▣ Manage the customer's email campaign calendar to ensure that regularly-scheduled sends are completed in a timely fashion, and that unscheduled sends are executed in accordance with pre- agreed customer deadlines.
- ▣ Build emails for the Customer in the Email Platform
- ▣ Perform campaign-specific quality assurance testing to validate functional and rendering performance.
- ▣ Manage customer revision and approval process through the deployment of proofs
- ▣ Manage subscriber data, import and segmentation using a combination of Email tools and database queries.



- ▣ Monitor the campaign post-deployment to validate completion and communicate accordingly to the Customer

Skill Requirements

- ▣ Hands-on experience with HTML
- ▣ Knowledge of Microsoft Office programs
- ▣ Strong written and verbal communication skills
- ▣ Impeccable eye for detail
- ▣ Strong organizational skills
- ▣ University degree
- ▣ Email Marketing experience a plus
- ▣ Experience with scripting and other programming languages a plus

Please email us if you are interested in becoming ' Email Marketing Deployment Consultant'