

## Email Marketing Quality Assurer (QA)

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 Quality Assurers in both Cape Town and Buenos Aires offices.

### Position Overview

The primary purpose of this position is to Quality Assure all campaigns prior to their deployment. The secondary purpose of this position is to assist with the maintenance of case logs. The secondary purpose of this position is to keep track of all QA rates, send QA checklists to responsible Services Manager and keep the QA checklist updated.

### Organisational Context

This role operates within the Email Marketing Team and serves as a point through which all campaigns should be directed prior to deployment. This role works closely with the Services Managers to implement QA across all Acceleration Client's. Possible issues affecting the role's output are software issues and client demands. This role supports the entire team.

### Clients and Client Relationships

**INTERNAL:** Email Marketing Campaign Managers  
Email Marketing Deployment Consultants  
Email Marketing Services Managers

**EXTERNAL:** Direct: None  
Indirect: End Client



## Key Responsibilities

### Primary responsibilities

- ▣ Quality Assurance of Email Campaigns prior to deployment
- ▣ Internal checking of Email Campaigns prior to Client proofing

### Secondary responsibilities

- ▣ Logging of errors in campaigns submitted for QA
- ▣ Review and update of the QA checklist
- ▣ Daily update of QA logs
- ▣ Submitting QA logs to relevant Service Managers
- ▣ Indicating key areas of weaknesses in the Campaign Management Process

## Skill Requirements

- ▣ Knowledge of Microsoft Office programs
- ▣ Strong written and verbal communication skills
- ▣ Impeccable eye for detail
- ▣ Strong organizational skills
- ▣ University degree
- ▣ Email Quality Assurance experience a plus
- ▣ Hands-on experience with HTML a plus

**Please email us if you are interested in becoming 'Email Marketing Quality Assurer'**