

FACTORY ATHLETICS

Position Summary:

The Email Marketing Specialist will serve as a member of the marketing department, working closely with the Vice President of Marketing and Brand. The Email Marketing Specialist is responsible for the day-to-day, hands-on execution of email marketing programs in support of company and business unit objectives. This includes ownership of the setup, maintenance, and monthly review of reoccurring and triggered email communications. Additionally, this individual maintains a current understanding of email marketing best practices and applies them to the execution of our email campaigns in collaboration with marketing leadership.

This position requires an organized, motivated, personable and responsible individual, with strong writing skills and a passion for sports. Candidates should have at least 3 years of experience conducting email marketing campaigns, demonstrating a strong track record of success with a dedicated work ethic and clear leadership capabilities. The job requires a minimum of 40 hours per week, but may include some nights, weekends and travel as part of the role.

Job Overview:

- Managing and writing the company's email campaigns and communicating company brands through email marketing. Includes building email campaigns, database selection, HTML presentation and quality assurance of all outbound campaigns.
- Performs day-to-day email marketing activities including, but not limited to, email campaign set-up, scheduling, testing, tagging and deployment of one-time, recurring, triggered and dynamic content-driven campaigns.
- Writing and creation of all emails, coordinating with Social Media, Content and in-house designers for content as needed.
- Analysis of current email marketing campaigns and making recommendations for improvement.
- Creating and managing trigger email campaigns throughout the customer lifecycle to maximize sales.
- Carrying out segmentation of the database and implementing remarketing strategies.
- A/B Testing on various email campaigns to establish the most effective.
- Tracking and reporting on email campaigns in order to guide improvements.
- Reporting to the marketing and management teams on sales revenues generated through email campaigns.
- Stays abreast of and recommends email marketing best practices with coding, design and testing of email campaigns. Ensuring all email campaigns comply with current email best practice in the industry.
- Working closely with the head of marketing to develop a clear CRM strategy.
- Manage and coordinate all email marketing efforts with other departments, including sales, retail and operations.
- Experience driving direct sales and migrating from direct mail to email strategies a plus.
- Troubleshoots technical issues related to HTML templates, list segmentation and other aspects of email execution, as required.

Skills Required/Experience:

- Excellent organizational skills
- Excellent verbal & written communications skills
- Familiarity with Mailchimp, Hubspot, Salesforce, and other marketing automation technology and analytic tools
- Knowledge of SEO/SEM, Campaign Tracking & Google Analytics
- Strong ability to multi-task and work under tight deadlines
- Proven work experience as an email marketing manager in a sales-oriented environment

FACTORY ATHLETICS

Salary:

Approximately \$45,000 to \$50,000, based on experience.

Additional Benefits:

- Competitive benefits package including coverage for medical, dental, vision, and life insurance
- Discounts on sponsor and partner retail products (Under Armour included)
- Corporate office equipped with workout training facility and locker rooms
- Company match for 401k program (enrollment eligibility after 1 year of service)
- Flexible vacation and personal days
- Company-wide social outings throughout the year

Location:

Position in Columbia, MD at Factory Athletic Headquarters

Job Application:

To apply for this position at Factory Athletics, please submit a resume and cover letter to:

Contact: David Lax

Mail: Baseball Factory, 9212 Berger Road, Suite 200, Columbia, MD 21046

Email: dlax@factoryathletics.com