



Job Description: Email Marketing Specialist

Location: Charlotte, NC

Salary: Available on request, dependent on experience

Benefits: Health insurance, dental/vision, FSA availability, 401k matching, paid vacation/holidays

Reports to: Vice President of Marketing

THE ROLE

The Good Book Company seeks to publish excellent books and resources for individuals and churches, which are biblical, accessible and relevant. The Marketing team promotes them creatively and effectively so that they reach the widest possible audience.

The Email Marketing Specialist will work closely with the VP of Marketing and other members of the marketing team to deliver high-impact email campaigns. As a key part of our direct-to-consumer strategy, this specialist will be responsible for developing and executing email automations as well as one-time eblasts. All members of the marketing team, including the Email Marketing Specialist, also serve as Marketing Project Managers for new releases.

KEY DUTIES AND RESPONSIBILITIES

Email Marketing

- Serve as the primary person responsible for email campaigns at The Good Book Company across all primary territories (UK, US, AU and NZ), including approximately 6-12 eblasts per week and 15-30 automations per year
- Strategically develop ideas for email automations based on the team marketing calendar
- Briefing email graphics to the design team and collaborating on edits as needed
- Building and scheduling email campaigns, including eblasts and automations, based on the team marketing calendar and best practices
- Coordinate the editing of email campaigns based on the collaborative feedback of stakeholders
- Develop emails for select opportunities outside of usual team marketing calendar, such as those needed as follow-up from conference giveaways or for lead generation in conjunction with Google Advertising
- Maintain and create strategic, segmented email marketing lists and select from these when you schedule campaigns
- Perform routine maintenance of segmented email lists, templates, and automations

- Analyze the health of the overall email marketing strategy as well as the success of specific campaigns and automations, adapting future email campaigns based on any learnings, and minimising unsubscribe rates
- Monitor and support email campaigns carried out by other departments, such as the Rights & Translations team
- Collaborate with other team members, both inside and outside the marketing department, to ensure best practices are followed when sending emails on behalf of The Good Book Company

Book Launch Project Management

- Project-manage specific book launches as assigned, typically 6-10 per year
- Develop and implement a dedicated marketing plan in collaboration with the VP of Marketing
- Work with other specialists in the marketing team to ensure the best possible launch
- Liaise closely with authors on book promotion, coordinating all elements such as developing the marketing plan, meeting with the author, briefing assets, and following up on the campaign's success

SKILLS AND EXPERIENCE

Required

- Experience in email marketing or marketing project management
- Experience with Mailchimp, Drip, Constant Contact or similar email marketing software
- Familiarity with basic data analysis, preferably with Google Analytics
- Highly computer literate
- Excellent use of written and spoken English
- Capable of managing projects on deadlines
- An ability to excel in collaboration and communicating effectively with multiple stakeholders
- Organized, detail-oriented, thorough, proactive, and strategic
- Proven team player with a desire to take feedback on board to optimize results
- Familiarity with evangelical Christian culture, terminology and trends
- Logic-oriented with an interest in workflows, automations, and mapping customer journeys
- Empathy with The Good Book Company's aims and values (find out more at thegoodbook.com/about)

Desirable

- At least 2 years experience with email marketing software
- Experience with creating email automations, segmenting by audience, and other email marketing strategy techniques
- Familiarity with marketing and business principles such as CTAs, ROI, and customer personas
- Understanding of online audiences and contemporary marketing techniques
- Relevant degree or training

To apply, please send an email to careers@thegoodbook.com with your resumé and tell us why you'd be a great fit.