



Email Marketing Specialist

Job Description

Blitz Digital Group is seeking a driven, creative **Email Marketing Specialist** to join our team, and grow with us! A successful Specialist is on top of the latest digital marketing trends and can adjust campaigns based on performance to drive the fundraising and marketing for a variety of top conservative non-profits, advocacy organizations, candidates, PACs, and publishing brands.



Key Responsibilities

- Manage and optimize all email fundraising programs for a variety of political candidates, nonprofits and aggregated news sites.
- Identify trends and opportunities to make timely recommendations for successful email campaigns.
- Monitor and create email reports, results and program statistics in an accurate and efficient manner
- Use CSS and HTML to build responsive e-mails and online content
- Use commercial e-mail service platforms to engage online audience
- Design and build landing pages for use in e-mail and advertising campaigns
- Manage FB, IG and Google display advertising campaigns
- Assist Account team with testing and marketing engagement strategies

Core Competencies

- Impeccable attention to detail and organizational skills
- Ability to work under pressure and meet strict deadlines
- Working knowledge of e-mail marketing and online advertising
- A positive attitude with outstanding client relation skills
- Good knowledge of the political news cycle

Requirements

- 1-3 years of online marketing experience
- BA/BS degree; preferably in Marketing, Web Development or Business
- Proficient with HTML, CSS, Adobe Photoshop and WordPress
- Experience with Iterable or other enterprise email platforms preferred
- Facebook and Google certified professionals preferred but not required

Want to make an impact and help build a dynamic marketing agency? Think you have the entrepreneurial spirit it takes to join our marketing team? Tell us your story, submit cover letters, salary requirements, resumes and any recommendations to jobs@blitzdigitalgroup.com with **EMAIL MARKETING SPECIALIST** in the Subject field. Resumes without cover letters will not be considered. For further company details, please visit our website: www.blitzdigitalgroup.com/careers