

Job Description

HTML Email Executive



The Job

You will be responsible for building our partner engagement through the delivery of marketing emails both to our existing base and prospective partners/leads.

The role will primarily be focused on the building and execution of emails using HTML and Salesforce/Pardot. As an integral part of the Marketing Team you will work across the department and wider business to develop successful email campaigns and build on the existing email marketing strategy.

Responsibilities (but not limited to)

- Build custom email templates to be used by the marketing team
- Work with Marketing Executives and wider team to understand email marketing requirements and improve processes
- Ownership of Email building & delivery in-line with brand standards
- Be the point of contact for all things Pardot
- Build workflows/automations in Salesforce/Pardot to better join up our email marketing to our wider strategy
- Responsible for all email data & reporting to the wider team
- Help across the team with other projects where necessary

Skills & Experience

Required

- Strong knowledge of HTML Email building and experience putting it into practice
- Experience with Salesforce/Pardot
- An active interest in email marketing
- Experience with creating email automations
- An approachable personality who's open to strong collaboration

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