

## Email Executive – RedEye International Ltd

RedEye is looking for a bright and motivated individual to join the campaign delivery team as an Email Executive. The role is perfect for someone who wishes to specialise in the dynamic and rapidly expanding area of behavioural marketing.

You will be responsible for targeting, segmentation, creation, deployment, list management, surveys, tracking and reporting. An interest in marketing and the internet is essential to this role as the fast paced email industry demands a hunger for best practice expertise at all times.

You will be based in our Head Office in Crewe and join a growing company with great opportunities for long term promotion and development.

### Responsibilities:

- Day-to-day contact with key client contacts and internal departments to manage email marketing campaigns
- To understand and deploy the best practice template authoring guidelines of RedEye's email division
- Monitor email campaign transmission, delivery and response
- To manage multiple email cells to ensure timely delivery fitting within clients campaign schedules
- To make recommendations to clients on ways to improve their campaign performance
- From time-to-time, present to the client and internal departments on campaigns success and review areas for improvement

### Ideal Qualities:

- A strong desire to work for an online marketing focused company
- Organised and hardworking
- Confident and a good communicator
- Aptitude for good design and branding principles
- Good attention to detail and ability to manage multiple tasks
- Basic HTML and CSS skills with a hunger to learn more
- Graduate level with 1+ years' experience

Above all, the successful candidate must be able to demonstrate that they would be an exceptional rather than average employee and prove this through past successes and achievements

### Benefits:

- Opportunity to join the company's pension scheme and health plan on successful completion of your probationary period
- 5 weeks holiday per annum

### Hours of work:

- Core hours of work are 8.45am to 5.30pm. As an employee of a young, dynamic and hardworking team, you may on occasions, be expected to work additional hours in order to complete all tasks and meet department and client deadlines.

If you are interested in this position, please send a covering letter and your current CV to [crewe-recruitment@redeye.com](mailto:crewe-recruitment@redeye.com)

**RedEye International Ltd is an online company focused on improving client results through behavioural marketing and analysis, transforming online data into more profitable customer relationships and helping major companies such as ASOS, Skype, Bourne Leisure, LV, William Hill, Sainsbury's Bank and nPower to increase conversion.**

**RedEye offers an integrated service of web analytics, email marketing and website usability focusing on analysing user behaviour to increase online conversion.**

*For further information about RedEye's products and services, visit [www.redeye.com](http://www.redeye.com)*