

## Executive, Email Marketing

### Role Description:

Within the Cunard Marketing team an opportunity has opened for an Email Executive. This is an exciting chance to join a fast-growing, vibrant team to create visually compelling and effective emails for broadcast. You'll take full ownership of each communication in your schedule, from planning, designing, building, testing, sending and analysing. We know you'll need to be highly organised as often you will be working on several emails at any given time, have a great eye for detail and an ability to work well on your own initiative.

<b>RUI:</b>	1848	<b>Grade:</b>	CUK10	<b>DBS check required Y/N:</b>	No
<b>Directorate:</b>	Carnival UK - Cunard	<b>Reports to:</b>	David Kemp		
<b>Function:</b>	Sales & Marketing	<b>Team:</b>	Cunard Studio		
<b>Direct reports:</b>	<b>Job Titles &amp; Level</b> David Kemp (Senior Designer)				

### Accountabilities

- Delivering the communication strategy for campaigns, customer journeys and loyalty emails.
- Hand coding emails for broadcast through our Email Service Provider Adestra.
- Selecting all imagery to be included in the emails adhering to Cunard brand guidelines at all times.
- Ensuring emails are highly engaging and interactive, ensuring they are modern, fresh and exciting preferably coding with latest email advancements.
- Adopting a test and learn approach to email design and content, optimising emails based on insight, learning's, as well as a bit of gut instinct!
- Analysing the effectiveness of each email and report on the success on a weekly/monthly basis.
- Working with the CRM team to plan email schedules and content

### Health, Environment, Safety, Security (HESS) Responsibilities

- Lead by example by taking care of the health and safety of yourself and others
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager/supervisor/team leader
- Follow safety rules and procedures
- Use work equipment, personal protective equipment, substances, and safety devices correctly
- Take part in safety training & risk assessments and suggest ways of reducing risks
- Appoint shore side risk assessment Subject Matter Expert's as required to review and approve risk assessments
- Actively promote safe working within your team and encourage safe behaviours
- Demonstrate safety leadership in accordance with our safety leadership behaviours

### General Responsibilities

- Adhere to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employee's control (list not exhaustive).
- Undertake ad hoc duties as required.

### Scope:

#### Problem solving:

- Each week the role will focus on six areas; planning, designing, building, testing, sending and analysis:
  - For **planning**, you'll be required to analyse past communications and delve into insight to gain greater understanding of the requirement of the email.
  - **Designing**, includes choosing the right imagery, image manipulation, as well as adding animation where possible (either in code or gifs) that creates an engaging email.

- **Building**, you'll need to have confidence in using HTML/CSS, as you'll need to code emails and fix the code when **testing** on key devices including browser, tablet and mobile.
- **Sending**, you'll be responsible to broadcast email campaigns to large number of people so confidence to do this is key. At the end, you'll need to **analyse** your email and look into its performance to understand how it could be improved going forwards. It's a continuous process that calls for a sharp analytical mind, just as much as it does a creative one, as your results will influence our decisions moving forwards.

**Impact (what impact will the role holder have on the team/ department/ function/ stakeholders):**

- The role requires a high attention to detail as you are representing a luxury brand. You'll work closely with brand guidelines along with other members of CRM team to ensure data is correct prior to sending.

**Leadership:**

- The role doesn't call for direct management but you will be responsible for taking ownership/responsibility for day-to-day planning and delivery as well as working closely with internal colleagues and agencies.

**Demonstrable Behaviours:**

- Work co-operatively and establish good working practises with others in order to achieve objectives
- Computer and internet proficient
- Organisational ability
- Communication skills with a very high standard of written English
- Self-motivated
- Time management and prioritisation within a high pressure environment
- An understanding of brand communications and their role in achieving commercial objectives

**Knowledge, Experience and Qualifications required:**

**Qualifications – essential:**

- GCSE's C-A Grade

**Knowledge/ Experience – essential:**

- Experience of HTML/CSS
- Experience of using an Email Service Provider  
Involvement in the creation of branded email campaigns

**Qualifications – desirable:**

- Educated to degree level or equivalent
- Graphic design/Website design qualification

**Knowledge/ Experience – desirable:**

- Data analysis and reporting
- Wider digital marketing experience
- Understanding of PHP/JavaScript
- Adobe product familiarity

<b>Issue Date:</b>	12/02/2020	<b>Issued by:</b>	Colleen Pennal – Manager, Content	
<b>REWARD ONLY</b>	<b>Grade:</b>	<b>RUI:</b>	<b>Date Approved:</b>	<b>Initials:</b>