

Email Marketing Manager

BuildDirect is seeking a talented, motivated email marketing professional to join us in our Vancouver Headquarters. As our Email Marketing Manager, you'll be responsible for driving our targeted marketing strategy, planning and executing campaigns and sharing results.

We're looking for the sort of individual who can effectively straddle the creative and technical worlds – You're competent developing business strategy, defining creative requirements, extracting and segmenting data and executing email campaigns.

We expect you to help us significantly develop our existing email strategy in the following ways:

- Develop more targeted, personalized emails through greater segmentation of our customer base
- Increase the number of trigger-based curriculums to further develop prospects and customers
- Develop a comprehensive testing strategy to refine and improve our email and landing page creative
- Identify and implement effective, creative ways to grow our subscriber base
- Further integrate other targeted marketing approaches, particularly using social media.

As a secondary deliverable, you will also be responsible for supporting the BuildDirect Affiliate Program.

Responsibilities:

Expected Outcomes in First Year:

- Continue rapid growth in email marketing initiatives. Double email revenue over 2011.
- Grow net subscriber list by 40% through more effective email capture on BuildDirect's website
- Launch or expand at least 3 trigger-based curriculums
- Achieve an average open rate of 20% and an average click through rate of 6%.
- Develop and implement strategy to more tightly integrate social media marketing and email marketing initiatives.
- Support the BuildDirect Affiliate Program

Job Requirements / Qualifications:

Required Skills

- 3-5 years experience managing email campaigns
- Experience in email marketing campaign development and execution
- Experience designing and developing automated email curriculums
- Basic HTML skills for developing emails and maintaining landing pages
- Excellent analytical skills – able to develop tests, review results and provide recommendations for changes
- Highly organized and able to work in a dynamic, fast-paced environment

Desired Skills

- Experience using the Concentri email platform or an equivalent email tool.
- Experience writing basic SQL scripts to extract data
- Strong copy-writing skills

About BuildDirect:

BuildDirect is a leader in the global supply of building materials and third party logistics. Through the internal development of various e-commerce processes and innovative technologies, we have created an entirely new sales channel which has positioned BuildDirect as an industry-changing company.

BuildDirect is experiencing rapid growth, despite the US housing crisis. We are passionate about technological innovation and learning. Our company culture is consistently appreciated by our employees as being positive and forward-thinking.

If you are interested, please email careers@builddirect.com with the subject line "Email Marketing Manager"