

Position Description

Job Description: E-mail Marketing Senior Consultant
Reports to: Director, Email Marketing

Overview

The Sr. Consultant will develop and execute world-class consulting and delivery of e-mail marketing programs for Ogilvy clients

Job Description

This E-mail Marketing Senior Consultant will support and lead key strategic e-mail marketing client initiatives for the agency. The senior consultant will:

- Develop e-mail marketing plans for Ogilvy clients that integrate with other outbound media including direct mail, telemarketing, DRTV, etc.
 - Develops the strategy for how each program will work
 - How e-mail can integrate with other media for 360 coverage
 - Who should be contacted (working with media)
 - What messaging should be used
 - How to translate the brand promise into email
 - Develops and manages the tactics for how each program will work:
 - How many touches should a prospect/customer receive
 - What do we say in each e-mail
 - Co-ordinate the back-end for fulfillment as required
 - Measures results
 - Manages third-party vendors as required to deliver e-mail
- one to one:
consulting
communications
connections

Responsibilities

- Working closely with Account teams to understand overall marketing strategy and what role e-mail can/should serve in acquisition, lead generation, lead nurturing, as well as increasing customer loyalty, retention and profitability
- Develop pilot programs to be sold into client organizations to test e-mail effectiveness
- Manage third-party vendors to insure quality of service
- Be able to assess current e-mail marketing programs of clients and be able to offer improvements in current service/results

Required Skills and Experience

- 3-5 plus years experience that includes direct marketing and multi-channel integrated communications
- Experience working with Fortune 500 Clients
- Ability to develop, sell through ideas and execute programs
- Ability to work as part of a team
- Familiarity with the technical aspects of e-mail marketing as well as broad knowledge of brand advertising
- Ability to analyze results and improve programs
- Experience in B2B marketing, lead nurturing and lead qualification
- Ability to be both a strategic marketing partner and to manage operations of a program
- Knowledge of the e-mail marketplace
- Knowledge of applicable laws and compliance issues regarding privacy and SPAM
- Mass e-mail applications and vendors
- Quality assurance processes
- Response handling