



Published Role Title	Email Development Executive (SYS-51808)
Type of Role	Perm
Location	Street, Somerset HQ

Job Description

Key Responsibilities:

1. Email Campaign Development:

Design, build, test email templates

Ensure all emails are responsive and function across various email clients

Incorporate personalised content and product recommendations as we look to enhance our email automation programme in parallel with our broadcast and brand campaigns.

2. Testing & Optimisation:

Conduct rigorous email testing for deliverability, rendering, and responsiveness on different devices and platforms.

A/B test email subject lines, CTAs, designs, and copy to improve engagement and conversion rates.

Troubleshoot any issues related to email performance or display across different clients.

3. Collaboration & Co-ordination:

Work closely with design, content, and marketing teams to develop email campaigns that align with broader marketing objectives.

Coordinate with the CRM / database teams to ensure correct audience segmentation and data accuracy for each campaign.

Collaborate with Email Development Lead and Performance Marketing Manager to review email performance, suggest improvements, and implement best practices

4. Email Campaign Management:

Set up and manage email campaigns using Klaviyo across the entire customer lifecycle; from database signups/ the welcome series, promotional/transactional emails (known in the business as 'broadcast'), post purchase comms, automations (basket/browse abandonment) through to re-engaging with 'lapsed' consumers to re-engage.

Ensure that email lists are regularly updated / segmented appropriately for targeted campaigns.

Maintain compliance with email marketing regulations, including GDPR.

Implement list hygiene practices to ensure high deliverability and engagement rates.

5. Performance Tracking & Reporting:

Monitor key email metrics, including open rates, click-through rates, bounce rates, and unsubscribe rates.

Generate campaign reports and provide actionable insights to optimize future email campaigns.

Identify trends and implement improvements to increase customer engagement and retention.

Key Qualifications:

Experience: 2+ years of experience in an Email delivery role

Technical Skills: Knowledge of using Klaviyo and Google Analytics

Campaign Optimization: Proven track record of running successful A/B tests, optimizing email performance metrics, and driving high engagement and revenue uplifts from the email channel

Analytical Mindset: Strong data analysis skills with the ability to interpret complex datasets and translate them into actionable strategies.

Communication Skills: Strong written and verbal communication skills to effectively collaborate across departments and present strategy insights to stakeholders.

Regulatory Knowledge: In-depth knowledge of email marketing laws and best practices, including GDPR and other European data protection regulations.