



MINISTRY DESCRIPTION

Title: Business Solutions Email Specialist
Department: Business Solutions
Reports to: Vice President of Business Solutions

Schedule: Regular, full-time
FLSA: Exempt

Ministry Function:

The Business Solutions Email Specialist supports the ministry of Convoy of Hope by assisting the Vice President of Business Solutions and the Marketing Cloud Success Director by building, testing, and approving emails that align with the goals of Convoy of Hope.

Essential Duties & Responsibilities:

1. Build emails using templates, HTML, and CSS.
2. Use AMPscript to personalize and add dynamic content to email communication.
3. Report and analyze email analytics.
4. Monitor deliverability of sends and practice CAN-SPAM.
5. Create and implement A/B testing for subject lines, content, and design.
6. Ensure brand standards and messaging are consistent by working with the Communications & Marketing Division.
7. Assist with project management for all email projects and campaigns.
8. Determine email needs and best practices when consulting with a department.
9. Establish guidelines and suggestions on send frequency.
10. Troubleshoot technical issues related to templates, list segmentation, and deliverability.
11. Champion continuous advancement of email features and process improvements.
12. Engage with automation and SMS sending as needed.
13. Assist with other duties as needed.

Required Knowledge, Skills & Abilities:

1. High school diploma or equivalent is required. Bachelor's degree in business, communication, or a related field is preferred.
2. 1+ year of experience building emails using templates, HTML, and CSS.
3. Experience with email automations is preferred.
4. Experience in Adobe Creative Suite is preferred.
5. Ability to use PC/Mac and a variety of software programs.
6. Strong project management skills.
7. Strong organization skills, attention to detail, and the ability to concentrate in a fast-paced environment.
8. Ability to successfully multi-task, efficiently and accurately completing each project within time deadlines.
9. Serve as an advocate for the ministry, striving to nurture, broaden, and develop financial and other resource opportunities to support and expand organizational and program ministry.
10. Ability to positively represent the ministry of Convoy of Hope, including its mission statement and core values, to all outside constituencies.
11. As a Christian organization, Convoy of Hope believes it is critical that each staff member embraces the organization's religious purposes for which it exists and not only

agrees with its Statement of Faith but demonstrates it in their lives on an ongoing basis.

Supervisory Responsibilities:

None at this time.

Created: 11/10/20