Email Marketing Specialist (Contract)

Mountain View or San Francisco

Udacity’s mission is to democratize education. We’re an online learning platform offering groundbreaking education in fields such as artificial intelligence, machine learning, robotics, virtual reality, and more. Focused on self-empowerment through learning, Udacity is making innovative technologies such as self-driving cars available to a global community of aspiring technologists, while also enabling learners at all levels to skill up with essentials like programming, web and app development. Udacity is looking for people to join our Marketing team. If you love a challenge, and truly want to make a difference in the world, read on!

Responsibilities

- Work with product teams on launching of new programs to launch accompanying email campaigns
- Develop and execute nurture and drip campaigns and triggered emails to drive enrollments in our programs
- Create and share weekly reports/dashboards on the efficacy of the email channel and track KPIs for each campaign
- Work with teams across the company to define and implement best practices when it comes to email marketing and marketing automation
- Build and execute test plans that can include language, subject lines, copy, message length, calls to action, etc.
- Develop processes to improve efficiency and support segmentation

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Requirements

- 1 to 2 years experience creating and managing email campaigns
- Experience with marketing automation
- Proven track record of executing campaigns with attention to detail and no errors
- Knowledge of HTML/CSS and how templates are loaded and coded into a marketing automation tool
- Comfortable working with small and cross functional teams and leading campaign strategy
- Meticulous, detail-oriented and capable of handling a high volume of work
- Expert knowledge of Google Analytics or similar web analytics tools to report success of campaigns

We are an equal opportunity employer and value diversity at our company. Women, people of color, members of the LGBTQ community, individuals with disabilities, and veterans are strongly encouraged to apply.

Apply for this job

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