**Job description**

**Job title:** Email Marketing Assistant

**Department:** Business Services

**Location:** Manchester– Hybrid working – 2 days at home

**Reporting to:** Senior Marketing Operations Manager

**Hours:** 9:30am – 5:30pm, Monday to Friday. Some flexibility is required from time to time to meet the professional requirements of the role.

**Contract:** Permanent

**Benefits:** 29 days’ holiday per annum inclusive of 4 days’ compulsory leave to be taken during the Christmas office closure, plus all public and bank holidays; contributory pension scheme; life assurance (4 times annual salary); interest free season ticket loan; childcare vouchers; cycle to work scheme.  We also have annual social activities and genuinely pride ourselves on having a supportive and friendly culture.

**Overall purpose of the role**

To support and assist in delivering the Group Claims email marketing and communication campaigns, while working with the wider marketing teams as part of a market leading multi-channel client acquisition, conversion, and retention strategy.

**Main duties and responsibilities**

* Work closely with the Group Claims Marketing team to plan and deliver data driven, client friendly and ‘on brand’ email campaigns
* Produce regular email campaigns for distribution to different client groups in a timely manner
* Produce engaging email content with clear calls to action
* Produce regular reports on email campaign effectiveness
* Regular analysis, review and optimisation of email campaigns, including;
  + Segmenting data
  + A/B testing
  + Open rates
  + Click through rates

**Other responsibilities**

* To maintain a flexible approach whilst assisting in implementing group claims campaign plans
* Working collaboratively across wider marketing teams
* Working collaboratively with various Group Claims legal teams
* Any other tasks that might from time to time be required
* Assisting in data management on group claims

**Person Specification**

**Essential**

* Genuine interest to work with a leading claimant law firm, and passionate about providing access to justice to all
* Experience working with email marketing/ CRM systems
* Experience creating engaging email marketing campaigns
* An understanding of customer journey, retention, acquisition, and engagement strategies
* Ability to communicate accurately, clearly, and concisely, in writing and verbally
* Strong understanding of optimisation, testing, reporting, and segmentation
* Excellent attention to detail and strong organisational skills
* Experience of working within a busy environment, both individually and as a team
* Managing multiple projects to tight deadlines
* Experienced building close relationships with senior stakeholders and team members
* Enthusiastic and motivated to expand knowledge and responsibility
* Patient, resilient and flexible

**Desirable**

* Educated to degree or equivalent level
* Experience using HubSpot
* Experience in the legal sector, or other professional services