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**Email Marketing Executive**

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| **Job level** | Professional Level 1 | **Reports to** | Email Marketing Manager |
| **Directorate** | Zoo and Engagement | **Function** | Marketing |
| **Contract**  | Fixed Term | **Location** | Regent’s Park |

**Responsibility for resources**

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| **Direct line reports** | None | **Responsibility for other resources** | None |
| **Financial resources** | None |

**Our vision and mission**

ZSL (Zoological Society of London) is an international conservation charity, driven by science, working to restore wildlife in the UK and around the world. Our two conservation Zoos – London Zoo and Whipsnade Zoo, bring people closer to nature and inspire a life-long love of animals in the conservationists of tomorrow. ZSL’s vision is a world where wildlife thrives and every role, every person in every corner of ZSL has one thing in common – we are all conservationists, and passionate about protecting and restoring wildlife.

**Purpose of the role**

Overall responsibility of this role is to manage the day-to day email marketing programme, working with teams across the organisation to produce engaging and relevant content.

**Key responsibilities**

* Manage the day-to-day email marketing programme ensuring delivery of campaign KPIs
* Own the app push notification campaign plan and delivery
* Produce quality, engaging content and proofread any copy that needs reviewing
* Ensure each audience segmentation receives appropriate communications paying particular attention to the quality and frequency of messaging
* Work with the Email Marketing Manager to develop ideas and content for the ZSL Zoos newsletter to promote the Zoos and events
* Run A/B tests to establish the most effective campaigns
* Build, develop and maintain customer journeys through campaign automation
* Track and report on email and app push notification campaign performance to guide improvements
* Manage the email marketing calendar and work with the Email Marketing Manager to produce campaign plans
* Work closely with colleagues across the organisation to ensure that key messages are communicated via the right marketing channels at the right times
* Recommend customer and data acquisition programmes that ensure the customer database continues to grow

The duties and responsibilities described are not a comprehensive list and additional tasks

may be assigned from time to time that are in line with the level of the role.

**Person Specification**

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| Experience |

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| Essential | * Prior experience of managing email marketing campaigns
* Experience of using and understanding audience segmentation for targeting and personalisation
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| Desirable | * Experience of using Dot Digital, Tessitura or ActiveCampaign
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| Knowledge and skills |

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| Essential | * Knowledge of demonstrating positive impact through email marketing activity
* Working knowledge of email service provider platforms and delivery of email marketing programmes
* Knowledge of working with Google Analytics
* Proven knowledge of the General Data Protection Regulation and how this applies to customer data
* Excellent English language and copy writing skills
* Advanced skills in using MS office packages, specifically Excel
* Ability to manage competing priorities
* Excellent interpersonal communication skills
* Self-starter with the ability to co-ordinate multiple activities to deliver against deadlines
* Good time management skills and excellent attention to detail
* Demonstratable high level of planning and prioritising
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| Additional requirements |

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| Essential | * This post is based at ZSL’s Regents Park site.
* This post is a blended role for office and home working, with the expectation to be in the office at least 1 day a week.
* This post requires to be on call out of hours for emergency email communications to ticket holders and supporters
* Strong commitment to creating a culture that lives ZSL values and commitment to safeguarding, equality and diversity (collaborative, inspiring, inclusive, innovative, impactful and ethical)
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