

GILTEDGE

Giltedge Travel, South Africa's leading luxury tour operators, is looking for a Junior Email Marketing Specialist for the Groups Digital and Online Marketing Division. The position is based in Westlake, Tokai (Southern Suburbs.)

Applicants need to be able to work well under pressure, have good communication skills and be able to multitask. Accuracy, attention to detail and a sense of urgency is vital.

The position will need to be developed by the successful candidate, so being organized and showing initiative is essential. You will need to be able to learn new systems quickly.

The successful incumbent will work closely with the Group Head of Digital & Editor to plan & execute email marketing campaigns for all entities within the Group.

Key Requirements

- Bachelor degree
- 1 – 2 years of experience or diploma from digital/advertising school
- Data oriented: a passion for optimization, a/b testing & reporting on set KPIs
- Strong understanding of the principles of CRM
- A working knowledge of HTML/CSS would be preferable
- MailChimp experience
- Photoshop experience

What do I need to be?

You need to be deadline driven and able to cope under pressure.

Details are an important aspect of the job, so you must be dedicated to fine-tuning & have attention to details.

It is also essential that you have a positive attitude and are a dependable team player.

Duties and Responsibilities

- Manage email campaigns from setup to testing, launch, post-deployment analysis and to optimization
- introduce a level of automation, particularly from a CRM and re-engagement point of view.
- Keep up to date with the recent trends in email marketing.
- Assist with the monthly reports on campaign results, including KPI and web analysis.
- Other group related digital and online tasks

Key Performance Areas

- Successful roll out of email campaigns
- Successful automation of processes
- Meeting deadlines
- Excellent accuracy and attention to detail
- Professional service
- Following work processes in place
- Good communication
- Working as a team player
- Organizing of multiple tasks
- Showing flexibility & taking initiative

Send your complete CV and motivational cover letter to donovan@gilt-edge.com

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