



## **Email Marketing Specialist – Markham, ON**

### **A Little About Us:**

We build the Springfree Trampoline because we believe backyards should be a place for safe play. Springfree's innovative design is the world's safest, highest quality and longest lasting trampoline supported by a full 10-year warranty.

Springfree is part of the goba Sports Group, committed to encouraging people to Go Outside and Be Active. We have competencies in design, engineering, manufacturing, sourcing, marketing, sales, customer care, and retail distribution with operations in the United States, Canada, Australia, New Zealand, China and Europe.

### **What You'll Be Doing:**

We are looking for an Email Marketing Specialist, who will lead the development and implementation of the marketing automation program globally and managing all email marketing deployments and campaigns for North America. You will be the Email subject matter expert on best practices and contribute to overall Email marketing strategy. Reporting to the Digital Marketing Manager, you will develop and communicate the email marketing calendar.

### **Job Highlights:**

- Perform day-to-day email marketing activities including email campaign set-up, scheduling, testing, tagging and deployment of one-time and automated email campaigns
- Management and deployment of all email marketing messages, including: design, set-up and testing; email launch, and reporting metrics
- Assist in the development of strategies that drive growth in lead acquisition, engagement and retention
- Develop and execute a range of automated marketing campaigns that can be executed globally
- Design, develop and execute email marketing campaigns that support the company's lead nurturing and sales goals
- Work with the Digital Marketing Manager to develop integrated lead nurture strategy
- Identify and setup audience segments to drive nurture strategy and increase sales conversions through email channel
- Ensure consistency and integration of message, branding, creative and content across email templates
- Run ongoing optimization tests (A/B tests) against content, creative and audience
- Adhere to procedures as required to support the Anti-Spam Laws

### **What You'll Bring:**

- You have a College or University Degree
- You have a minimum of 3 years relevant working experience
- You are proficient using CRM and email systems e.g. MailChimp, Mailigen, etc.
- You have Basic HTML and Adobe Creative Suite skills
- You are self-motivated, confident, energetic, and deliver creative and innovative thoughts
- You are a critical thinker who can create and manage multiple email projects
- You are organized and effective under pressure, and able to meet tight deadlines when required
- You are results and data focused

***Please forward an updated resume to [hr@gobasports.com](mailto:hr@gobasports.com)***