

Email Marketing Executive

The Company

Smart software for creative people.

There are three things that make The Foundry unique:

1. Our forward-thinking approach to making creative software
2. The people that drive it
3. Meaningful relationships with our customers

Our software solutions are anything but ordinary. The workflows they create serve multiple industries and generally make doing creative things a walk in the park.

We know that tools in VFX are also relevant to designers and vice versa. It's that understanding that helps us to develop flexible, open products that solve problems.

The portfolio is as creative as it is technical, packed full of ground-breaking award-winning techy goodness that will have even the most demanding organization or one-man-show salivating.

We are a little bit proud of what we achieve at The Foundry and want to take you on our journey with us.

The Role

This is an excellent opportunity to join our thriving and highly successful global marketing team to help increase product and brand awareness and maximize sales opportunities. Reporting to the Senior Marketing Manager, the Email Marketing Executive will be responsible for supporting the development and execution of email marketing plans and email campaigns. The successful candidate will be an organised, enthusiastic individual with excellent communication, multi-tasking and time management skills. Excellent proof-reading, comprehensive HTML and marketing automation skills are a must. Knowledge of Eloqua, A/B testing, and data segmentation a definite advantage.

The Responsibilities

Email & Marketing Automation:

- Build, test, and implement all HTML-based marketing emails and forms using Eloqua.
- Manage the email schedule; ensuring emails are well planned and targeted.
- Make recommendations to optimize click-through and conversion rates.

Email Marketing Executive

- Conduct data segmentation and targeting
- Conduct user profiling project to help the wider marketing team to better understand the target audience
- Manage the data flow between the website and Eloqua, ensuring contacts/leads are marked appropriately.
- Manage the data flow between Eloqua and Salesforce CRM solution
- Report on email effectiveness, including open, click-through and unsubscribe rates

The requirements

Technical must haves

- Marketing Automation experience (Eloqua advantageous)
- Ability to build complex email marketing campaigns
- Comprehensive HTML coding skills

Nice to haves

- Experience of using Program Builder
- Lead scoring experience
- Understanding of CRM integration
- Experience/knowledge of Salesforce

Personal traits

- A passion for email marketing
- Highly organized, self-motivated and the ability to work independently with minimal supervision
- Excellent verbal and written communication skills
- Flexible and able to deal with change and a busy workload
- Punctuality, reliability and accuracy are all key
- Willingness to learn
- Can-do attitude
- Superior problem solving skills

Applying

If you meet the criteria, are eligible to work and are interested, please send your covering letter, CV, salary expectations and notice period to jobs@thefoundry.co.uk with the subject "Email Marketing Executive".

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More About Us.

The Foundry, established in 1996, is renowned for our solutions, our customer-centric focus and our collaborative approach to development. The Foundry, with more than 270 employees worldwide, is led by CEO Alex Mahon and is backed by HgCapital.

The Foundry develops award-winning software used globally by creative professionals. The portfolio lets users create inspiring and technical high-end visuals in the areas of Media Production (film, commercial, episodic, gaming), and Design, as well as participate in emerging high-growth markets such as Virtual/Augmented Reality and 3D printing.

We develop solutions and grow our market through a combination of build, buy, partner. Our R&D team has created a number of award-winning solutions. Also, we've participated in numerous funded projects, both from the UK, as well as the European Union, that sees us work with leaders across industry to develop offerings. In some cases, we've worked customers to help develop a specific solution and then commercialize the solution for broader market adoption. Finally, we merged with Luxology, the creators of MODO in 2012 and in 2014, acquired Made With Mischief.