



Human Resources
411 Farwell Avenue
South Saint Paul, MN 55075
651-552-5253
hr@sportsmansguide.com

Email Marketing Analyst

We have a fantastic opportunity for an Email Marketing Analyst within our eCommerce Marketing department. In this role you will have a hands-on role in the building, maintenance and delivery of email marketing utilizing Salesforce Marketing Cloud (SFMC). You will be a key player in partnering with cross-functional teams to define, create, and execute automated marketing campaigns and promotional emails. Responsibilities will include ensuring that email programs meet or exceed channel KPIs including email open rate, click through rate, conversion, and unsubscribe rate as well as develops and performs detailed post-email analysis to identify new or evolved operating principles and actions to continually drive program performance. This position will also be responsible for day-to-day support of the CRM, support other users with configurations and build of the system, and collaborate on the development of documentation, processes, fields, notifications, custom objects, automations, workflows, and testing. Other responsibilities include:

- Email campaign development
- Lead the execution efforts for daily marketing emails, including conceptualization of campaigns, HTML development, scheduling emails, setting up tests, and building automated campaigns.
- Monitors digital campaigns in relation to planned goals and takes appropriate action to obtain the desired results.
- Troubleshoot technical issues related to HTML templates, data flow, and other aspects of email production.
- Champion new ideas and concepts to test, with the goal of improving open, click through and conversion rates.
- Summarize and communicate test results and recommendations to key stakeholders.
- Help craft the strategy for event triggered mails (ETMs) and own the execution for the complex automated program.
- Innovate and drive email channel effectiveness
- Contribute to the overall success of the email marketing program by staying on top of email marketing channel best practices, trends, innovative ideas, strategies and industry standards. Maintain and drive best practices and operating principles for driving email delivery, open and click-through rates.
- Adheres to the highest moral, ethical and legal standards to deliver an environment that promotes respect and a best-in-class email program.
- Assist team members with day-to-day marketing tasks and coordination of marketing projects and activities as requested.
- Serve as the subject matter expert on Salesforce or equivalent email marketing software program.

Minimum Education, Experience and Knowledge:

- Bachelor's degree or equivalent work experience in marketing, advertising, or related business field
- 2 to 5 years' experience working with HTML, CSS, and email marketing tools.
- Strong project management skills, with the ability to track and manage multiple workflows using internal email request process, and implement process improvements.
- Ability to think creatively to identify solutions, approach issues logically, and balance sometimes competing priorities to accomplish overall business objectives.
- Solid understanding of email best practices in deliverability and CAN-SPAM regulations.
- Solid understanding of best practices in email design, coding for responsive and mobile optimized email designs.
- Strong understanding of database concepts, behavior segmentation, dynamic assembly and contextual content.

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Preferred:

- Exact Target/Salesforce Marketing Cloud experience
- AMSCRIPT & basic SQL experience
- Einstein or related predictive analytics/machine learning experience

The Sportsman's Guide offers an excellent compensation/benefits package; including medical, dental, 401(k) and fantastic merchandise discounts. Please email your resume along with salary requirements to hr@sportsmansguide.com.

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