

Posted 06 April 2024

## EMAIL MARKETING MANAGER FTC (MATERNITY COVER)

### London

Phillips' email marketing manager holds a crucial role within an innovative and creative global marketing team based across New York, London and Hong Kong. The email marketing manager ensures that our brand goals and strategy are expressed through our email marketing programme. They will report back to the business on wins as well as making recommendations for future campaigns. This is an opportunity to work with many different groups across a fast-growing global art business running campaigns across auctions, exhibitions, institutional and corporate partnerships, as well as our drop-based e-commerce platform Dropshop.

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### Duties and Responsibilities

- Work across Digital, Marketing, Creative, Client Development, and Specialist departments to plan, design, produce, and execute email marketing campaigns.
- Liaise with Client Development, Marketing, Business Development, and Specialists to pull and prepare client email lists.
- Manage the routing of email creative and assets, consolidation of feedback, and approval process for campaigns with the appropriate stakeholders.
- Align campaign objectives by integrating relevant content, calls to action, tracking codes, and click-throughs to landing pages.
- Set up, proof, and test email campaigns including, but not limited to, A/B and subject line testing and mobile optimization.
- Track campaigns report KPIs and other key findings including, but not limited to, open rates, CTR, and unsubscribe rates by various segments.
- Liaise with Specialist departments and the Copyright Manager to facilitate copyright clearances for campaign imagery.
- Maintain email marketing planning and deployment calendars, status documents, and other reports.
- Perform ad hoc duties and projects as needed.

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### Professional Skills and Experience

- Proficiency with Mailchimp, or other Email Service Providers (ESP), Microsoft Office Suite, particularly Outlook and Excel.

- Familiarity with GDPR guidance
  - Exceptional attention to detail and proofreading experience
  - Strong verbal and written communication skills and ability to communicate professionally with a wide variety of personalities.
  - Excellent time management skills with the ability to work under pressure and prioritize to meet multiple deadlines.
  - Strong marketing copywriting skills and knowledge of current email marketing best practices and trends.
  - Creative problem-solver.
  - Interest and awareness of the art world and current cultural trends is a plus.
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## **Education and Training**

- Experience with mail marketing or other digital marketing production is required.
  - Experience with web analytics, CRM, and customer management systems.
  - A related arts, business or marketing qualification is a plus.
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## **Personal Attributes**

- Ability to communicate professionally with a wide variety of people
  - Excellent time management skills with the ability to work under pressure and prioritise to meet strict deadlines
  - Excellent presentation skills
  - Ability to work individually on own initiative and as part of a team.
  - Ability to deal effectively and efficiently with multiple tasks.
  - Meticulous attention to detail.
  - Ability to handle confidential information discreetly and responsibly.
  - Ability to learn Phillips' internal programs, systems, and software.
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## **Working Conditions**

Hybrid working conditions to be agreed with manager

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To apply, please email a resume and cover letter to [careerseurope@phillips.com](mailto:careerseurope@phillips.com)