



Happy & Grateful

Integrity

Do you have what it takes to be the next.....

Email Marketing Specialist

The Email Marketing Specialist will work side-by-side with our content team to plan & execute B2B email campaigns. Technical responsibilities include list segmentation & cleansing, integrating with external data sources, defining and measuring KPIs, and using analytics to drive optimization strategies.

What You'll Be Doing:

- Devise marketing & segmentation strategies based on a deep understanding of audience and brand(s)
- Design and maintain sophisticated, logic-driven and multi-step drip automations that support lead nurturing and sales efforts
- Collaborate with content writers and graphic designers to create and optimize campaigns that generate conversions
- Copyedit & QA all outgoing messages
- Collaborate with data department to share data between ActiveCampaign and ConnectWise software
- Define, track, analyze, and execute against meaningful KPIs
- Devise and help to implement list-building strategies

Your Amazing Skills and Qualifications:

- 3+ years experience running email marketing campaigns and automations from email & CRM tools
- Demonstrated knowledge of email deliverability, required
- Preferred experience with ActiveCampaign (or other email automation software), content & copywriting, Google Analytics, and ConnectWise
- Experience in B2B, SaaS marketing, and email
- Associates degree in marketing, or similar, with 3+ years of marketing experience, or
- 5+ years of marketing experience

BNG Team is an award-winning business solutions company based in Fargo, ND. We pride ourselves on building an organization encompassed by our core values. We are passionate about developing solutions for businesses that help them achieve their organizational goals.

BNG is an E-Verify and equal employment opportunity employer.

Ambition



Creativity

Excellence

