



Job Description – Email Marketing Specialist

WHO WE ARE

Travel Divas is an award-winning, and premier, travel company that specializes in group travel management. Our concept is a unique one in that we create travel events around the world and host them ourselves.

We curate 25+ travel events throughout the year. Established in 2007, we have continued to move to greater heights every year. We are not your regular travel agency, but we have infused our unique approach. Throughout the year, our community of travelers happily participate in both domestic and international events.

WHY WE DO WHAT WE DO

We believe in “Black Girl Magic.” Our mission at Travel Divas is to offer destinations and travel events that many women in our community would not imagine traveling to on their own.

We want women who travel with Travel Divas to always love our adventures thoroughly and often return to check another destination off their bucket list.

POSITION OVERVIEW

Travel Divas is looking for a full-time **Email Marketing Specialist** who will be responsible to support the maintenance of our email marketing strategy and assist with email marketing campaigns in InfusionSoft/Keap. The qualified applicant must already be trained and knowledgeable in InfusionSoft.

ABOUT THE ROLE

- Assist with email campaigns for Travel Divas including template designs, and calls to action.
- Facilitate the ideation, design, and execution of customer journeys via the InfusionSoft platform and
- Conceptualizing email marketing campaigns that speak directly to the pain points of existing and prospective customer sets, build industry and ecosystem engagement to grow recipient lists organically through targeted, engaging and nurturing campaigns that support the strategic marketing plan.
- Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.) and measure results to optimize the lead nurturing workflows for these segments to convert leads into customers.
- Must have understanding of decision diamonds and experience working with a large email database.
- Create well written copy that is free from mistakes
- Monitor, document, analyze and report on the utility of each campaign.
- Conduct any market research to better comprehend prevailing consumer behaviors while reviewing campaigns to ascertain areas of strength and weakness, which could inform subsequent outputs.
- Stay on top of industry best practices and bring relevant new email marketing solutions to meet the organization's strategic business needs

REQUIRED QUALIFICATIONS + KNOWLEDGE

- Bachelor's degree in marketing, related field or comparable level of experience.



- Minimum 3 years of email marketing experience, including strategy, implementation, analytics and reporting.
- Strong knowledge of best practices for email creative and templates, segmentation, dynamic content, testing methodologies.
- Strong knowledge of InfusionSoft/Keap is required.
- Experience in Klaviyo is a plus
- Outstanding communicator (oral and written) and creative thinker, with an ability to use both data, input and intuition to inform decisions.
- Solid planning and organization skills - Ability to engage cross functional teams, manage complex projects, and shifts in priority are necessary.
- Good collaboration skills - Ability to effectively collaborate with teams to drive the best thinking and implementation of marketing ideas.
- Experience in the travel industry or working for an online business is a plus.
- Exceptional organizational skills and attention to detail.
- Advanced computer knowledge of Microsoft Word, Excel, PowerPoint, and Google Drive.
- Familiar with Asana and Wordpress is a plus
- Demonstrated experience handling multiple priorities and tasks in a fast-paced environment.

DETAILS

- Work location is remote, but the applicant must be US based. Position is a full-time contractor role averaging 20 hours per week primarily on the Eastern Time Zone. Must be available to join in on weekly marketing meeting meetings with the team.
- Must have own computer and reliable access to Wi-Fi, internet, headset, and phone.