

Job Description



Job Title:	Email Marketing Executive
Reports to:	Sector Marketing Manager
Grade:	8
Date:	June 2025

1. Job Purpose

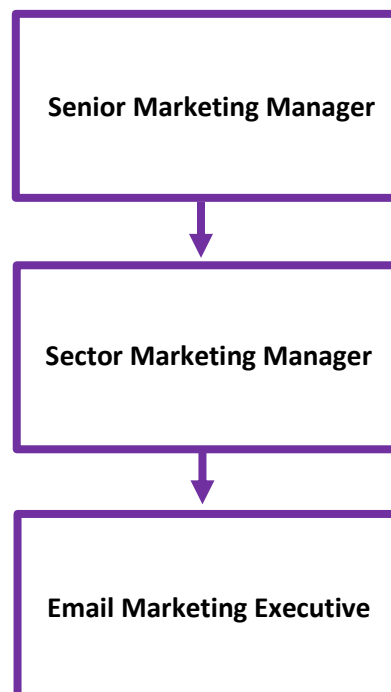
To lead the testing and development of email templates using industry best practices to support marketing activity and campaigns across all sectors.

Working closely and collaboratively with the Sector Marketing Managers and Content Marketing Officers to craft, execute, and deliver impactful email marketing campaigns.

Alongside Senior / Sector Marketing Managers, design and implement automation flows to support the launch of ABM strategy.

Play a vital role in enhancing lead generation, optimising marketing and sales efforts, and contributing to our business growth.

2. Organisational Structure



3. Dimensions

- Responsible for overall monitoring, performance and management of YPOs email marketing channels and platforms.
- Contribute to commercial sales through email (£700k + per annum)

4. Principle Accountabilities

Champion email marketing within the marketing team, keep up to date with best practice and share expertise and knowledge.

Design and implement high-quality email campaigns that drive demand efficiently and at scale.

Deliver targeted, content-driven campaigns to support website traffic, sales, lead generation, nurturing, and event promotion.

Delivery and optimisation of email marketing automation campaigns.

Contribute to and support Account-Based Marketing (ABM) activities in partnership with the wider commercial team.

Work closely with the marketing and sales teams to align campaign objectives and ensure effective data integration across systems.

Partner with the marketing team to manage content creation, in line with strategic plans.

Leading the development and optimisation of engaging email templates and dynamic content.

Effective internal and external stakeholder management.

Monitor, analyse, and report on campaign performance against KPIs using reporting tools, providing actionable insights to improve outcomes.

Support strategic projects, including segmentation, database growth, email deliverability, and performance reporting.

Ensure responsibility within their area regarding data collection and storage, ensuring everything is GDPR compliant.

Ensure all campaign materials align with our brand's visual identity and tone of voice, acting as a brand guardian.

To work co-operatively with colleagues to ensure that the function operates consistently and effectively in the implementation and application of all departmental procedures and policies.

To keep up to date with information, training and development opportunities appropriate to maintaining and developing professional service standards.

Ensuring that services are delivered in line with relevant legislation, YPO objectives and policies including those relating to Equality and Diversity, Customer Care and Health and Safety.

To undertake such other duties as may be required from time to time that reasonably fall within the scope and grade of the post.

5. Planning and Organising

Collaborate with sector marketing managers to support campaign planning and delivery.

Extensive planning and organising to meet objectives and timelines and assist with delivery of relevant business objectives as required and appropriate.

Produce monthly activity and performance reports and provide recommendations for improvement.

Ability to react to ad hoc requests from senior management whilst ensuring progress against the overall strategy and plan is not compromised.

Implement automation tactics to support ABM strategy and overall business growth.

6. Decision Making

Responsible for decision making regarding the delivery of email marketing campaigns, considering internal and external stakeholder needs and maintaining the integrity of the customer experience and the YPO brand.

Influencing senior management towards the best course of action with regards to email marketing.

7. Internal and External Relationships

Internal stakeholders across the organisation:

- Marketing and Digital Team
- Business Intelligence and Data Team
- Internal relationships with finance, operations, sales, customer services, HR and other support services.

External relationships:

- Customers
- Digital and creative agencies

8. Knowledge, Skills and Experience

Area	Essential	Desirable	Assessment
Knowledge			
Degree or equivalent experience / relevant marketing qualification	x		Application
Understanding of public sector purchasing organisations and the current social, economic, legislative and political environment they operate in		x	Interview
Basic understanding of HTML and CSS		x	Application

Detailed knowledge of email marketing best practice	x		Interview
Strong understanding of email marketing and how it can be used deliver business objectives	x		Interview
Understand the benefits of CRM/ABM and how this can be used to enhance email marketing performance	x		Interview
Skills			
Expert in using DotDigital, Constant Contact or similar.	x		Application
Demonstrable analytical skills to monitor email performance	x		Application/Interview
Excellent inter-personal, verbal and written communication skills	x		Application/Interview
Strong copywriting skills for online platforms, including great attention to detail and the ability to write creatively for the intended audience	x		Application
Confidence in creating reports and presenting results with recommendations for improvements	x		Application/Interview
Committed team player who is self-motivated	x		Application
Ability to use A/B testing to optimise email templates, layout and performance	x		Application/Interview
Experience			
Minimum 3 years of experience in email or CRM marketing.	x		Application
Strong track record of managing end-to-end email marketing campaigns.	x		Application/Interview
Experience in using marketing automation platforms, CMS tools, and database management.	x		Application/Interview
In-house experience in a similar or agency role (required).	x		Application
Stakeholder management and collaboration		x	Application/Interview
Demonstrative experience of email marketing in a B2B environment		x	Application

9. Special Features

Jobholder Signature:	
Manager Signature:	
Date:	