

Role Profile

Title:	Email Marketing Specialist
Function:	Product & Marketing
Reports To:	Creative and Brand Manager
Location:	Toronto
Type:	Full Time Permanent

About Us:

We are a cloud-based loyalty platform management company that delivers personalized loyalty solutions to B2C and B2B businesses. As part of our comprehensive solution, we offer Managed Services for email execution within Salesforce Marketing Cloud. We are seeking a talented Email Marketing Specialist to help build, execute, and optimize triggered and ad-hoc email campaigns for our clients' loyalty programs.

Job Overview:

The Email Marketing Specialist will be responsible for creating and managing email campaigns in Salesforce Marketing Cloud. This role involves building journeys, setting up triggered and ad-hoc email sends, managing customer data, configuring native Salesforce reports, and ensuring smooth delivery of loyalty communications. You'll collaborate with internal teams and clients to implement effective email marketing strategies, ensuring each campaign meets its objectives.

Primary Responsibilities

The Email Marketing Specialist will be responsible for the following:

- Build and execute loyalty program emails, including triggered and ad-hoc campaigns, within Salesforce Marketing Cloud.
- Develop and manage customer journeys and automation using Journey Builder.
- Configure and manage reports on email performance and customer engagement metrics.
- Maintain and manage customer databases, ensuring accurate segmentation and personalization.
- Manage communication preferences and ensure compliance with opt-in/opt-out preferences and data privacy regulations.

- Collaborate with cross-functional teams (marketing, client services, IT) to align email campaigns with broader loyalty strategies.
- Test and troubleshoot email templates, workflows, and journeys to ensure proper functionality across devices.
- Stay updated on the latest trends and best practices in email marketing and Salesforce Marketing Cloud.

Capability Requirements – education, skills & experience

- 1-3 years of experience in Salesforce Marketing Cloud (Email Studio, Journey Builder, Automation Studio, and Audience Builder).
- Proficiency in email campaign management, including triggered and ad-hoc emails.
- Experience managing customer databases, segmentation, and reporting in Salesforce Marketing Cloud.
- Strong understanding of email marketing best practices, deliverability, and regulatory/compliance for email communications.
- Analytical mindset with the ability to generate reports and provide insights on campaign performance.
- Excellent organizational skills and attention to detail.
- Strong communication skills and the ability to work both independently and as part of a team.
- Proficient in HTML and CSS for email design and troubleshooting.

Preferred Qualifications:

- Salesforce Marketing Cloud Email Specialist certification.
- Experience with SQL.
- Experience working in a SaaS or loyalty program environment.
- Familiarity with JavaScript.
- Nice to have - Ability to manage website content in WordPress