

Email Campaign Manager (eCommerce)

One of the many reasons people love to work at Corel is our people. We're passionate about what we do and who we do it for. Others are drawn to our creativity and unwavering commitment to excellence. So if you're looking for a great place to work, a place where you can make a real difference, find out if this exciting opportunity is for you.

Located in Ottawa, Ontario the ideal candidate will be an expert in marketing. You will develop and track global email campaigns for our broad portfolio of graphics and digital medial software titles, driving revenue and customer engagement for one of our key marketing vehicles.

Responsibilities:

- Manage email campaigns from conception to execution. You will work with business partners to devise compelling offers, write creative briefs, review copy and creative, oversee the localization process, Q.A. links, segment lists and deploy each email through our ESP provider.
- Measure results and optimize based on data.
- Work to minimize list decay and unsubscribes while increasing the productivity of our email sends.
- Manage the campaign calendar for multiple product lines, develop an A/B testing program for optimization, and track and report results to senior management.

Requirements:

- BA in Marketing, Communications, Business, English, Journalism, or equivalent working experience.
- Past experience with email marketing and web analytics.
- Understanding of email marketing concepts and metrics such as Sender Score, deliverability, and sender reputation.
- Proficiency in email marketing technology.
- Highly analytical and able to derive meaning from data through A/B testing and email optimization.
- Excellent writing and communications skills.

About Corel

At Corel, we strive to give people the broadest choices in software and the freedom to express themselves in exciting, creative and persuasive ways. One of the world's top software companies, Corel boasts some of the industry's best-known graphics, productivity and digital media products. Our lineup includes CorelDRAW® Graphics Suite, Corel® Painter®, , Corel® PaintShop® Pro Photo, Corel® VideoStudio®, WinDVD®, Corel® WordPerfect® Office, Pinnacle Studio™, Roxio Creator®, Roxio® Toast® Roxio Game Capture HD PRO and WinZip®.

Corel offers a competitive compensation and benefits package.

To apply for this job please send your resume in a PDF format to careers@corel.com indicating the job you are applying for.

We wish to thank all applicants for their interest in applying for this position. Only Candidates qualifying for this position will be contacted for interviews.