

Job Title: Email Marketing Executive

Reporting to: Digital Marketing Manager

What you'll be doing:

Responsible for delivering and analysing tailored email marketing communications through the eCRM system, seeking to maximise engagement and revenue aligning to the wider marketing strategy.

Key Responsibilities:

(The duties and tasks outlined are not intended to be exhaustive and other duties may be required from time to time.)

General:

- Actively demonstrate and promote Bluestone's company culture, core values and behaviours.
- Adhere to Bluestone's company policies and procedures.
- Follow all company Health & Safety and fire procedures.
- Report faulty equipment, potential hazards, or maintenance issues to the relevant manager in a timely manner.
- Notify your line manager of any absences in line with the Absence Management Procedure.
- Ensure compliance with recycling and environmental initiatives.
- Contribute to an inclusive and accessible environment for guests and employees.
- Contribute to the positive reputation of Bluestone by exhibiting professionalism and discretion.
- Participate in tasks across departments as required, supporting the overall success of Bluestone's operations.

Specific:

Genuine Care

- Responsible for the eCRM and email marketing activity, managing guest data, campaign delivery and reporting to support business growth, guest engagement and retention.
- Ensure the accuracy, integrity, and compliance of all customer data within the eCRM system.
- Write engaging copy for digital platforms, specifically email marketing campaigns.
- Segment, target and optimise the database appropriately, ensuring accurate and timely messaging as per best practice.
- Adhere to all relevant digital marketing guidelines and legislation such as GDPR.
- Update relevant marketing plans and reports each week with up-to-date email marketing content and results.
- Ensure efficient organisation and delivery of email/database requests from the wider business and external agencies.
- Ensure timely communication of ESG content aligned to the marketing plan.
- Always consider the environment when carrying out duties.
- Follow the correct company-wide recycling procedures.

True Ownership

- Take ownership of the planning, execution, and reporting of all email marketing campaigns for the business.
- Lead on all automated triggered email communications.

- Proactively identify and action innovative techniques to grow the database.
- Consistently track various digital marketing campaigns to analyse effectiveness of communications and submit monthly campaign reports.
- Support the delivery of marketing activity across various campaigns including external events.
- Attend training courses as and when required.
- Maintain excellent product knowledge.
- Take ownership and initiative in recognising areas for improvement to maximise departmental functionality.

Grow as a Team

- Liaise with relevant internal departments to gather accurate campaign content and ensure relevant stakeholders are engaged.
- Work closely with internal teams and external agencies to design marketing assets and implement campaigns.
- Provide support to the wider team for various online and offline marketing campaigns, where required.
- Support the department in achieving its performance targets through continuous A/B testing, optimisations, and effective use of data-driven insights to increase email conversion and retention.

Skills and experience you will bring us:

Essential:

- Extensive experience of using an eCRM system to include automation, segmentation, dynamic workflows, campaigns, and detailed analytics.
- Proven results in nurturing and growing customer databases demonstrating an increase in leads, engagement and revenue.
- Detailed understanding of the role of CRM systems within the wider marketing mix.
- Highly analytical and data-driven skillset.
- Knowledge of email marketing best practice.
- Experience in working to a multi-channel Marketing strategy.
- Ability to plan, execute, and report on segmented email marketing campaigns both in collaboration with multi-channel campaigns, as well as email specific campaigns.
- Excellent communication skills, both verbal and written.
- Ability to write creative and engaging content utilising brand tone of voice guidelines, appropriate messaging and communication strategies to a variety of audiences.
- Excellent problem-solving skills.
- Highly organised.

Desirable:

- Understanding of Hotel and Guest Management Systems.
- Experience of the wider marketing mix – Social Media (Paid and Organic), Affiliates, Content Marketing, Paid Search, and Website front-end content.
- An interest in Pembrokeshire's culture and the tourism/hospitality industry in general.

Personal Attributes/Competencies Required:

- Positive 'can do' attitude.
- Results-focused with the ability to interpret data and translate insights into action.
- Excellent personal presentation.
- Willingness to learn.
- Excellent written and spoken English.
- Attention to detail.
- Strong attention to accuracy and data quality.
- Able to work both independently and collaboratively.
- Self-starter with excellent problem-solving skills.
- Flexible and adaptable approach to working hours.
- Keen to contribute to the development of the marketing department and the wider business.
- A good team player.