

Email Marketing Specialist

PRx Performance is a leader in the design, development, manufacturing, and distribution of a broad range of fitness equipment with a strong reputation for quality and customer service. We are seeking an independent, organized, detailed, and energetic person to join our talented and customer-focused team. This is an in-office position that reports to our Creative Marketing Manager. PRx is based in Fargo, North Dakota.

Position Summary:

The PRx Performance Email Marketing Specialist helps develop, execute, and monitor email programs across multiple brands. Overall work includes researching the market, analyzing trends to help define the email strategy across all brands, and providing advice on how to best reach the target market.

Duties and Responsibilities:

- Maintain email marketing calendar for regular blasts
- Create email campaigns to inform and educate customers about products, promotions, and events
- Work with data analyst to track the success of email flows (trigger emails), campaigns, segments, and adjust as needed
- Grow email lists
- Use design skill to combine art and technology to communicate ideas through images, copy, and design
- Customize and design email templates to enhance brand consistency and engagement
- Perform market research as needed
- Work with brand managers and social team to develop go-to market strategies for new lines and products
- Work closely with UX and analytics team to ensure a seamless customer experience and an optimized conversion rate
- Conduct A/B testing on various elements of email campaigns to optimize open rates, click-through rates, and conversion rates
- Stay updated on industry trends, best practices, and emerging technologies in email marketing
- Other projects and duties as assigned

Experience, Skills and Qualifications:

- High school diploma required; a 2 or 4 year degree in marketing, communications, or related field preferred
- Strong design and graphic skills a must, Adobe Suite skills preferred
- 3+ years proven email marketing experience
- Hands on experience in marketing automation technology (Klaviyo a plus)
- Excellent written and verbal communication skills
- Strong analytical skills, business savvy, and ability to multitask
- In-depth understanding of the company's current products and future concepts
- Ability to think creatively and innovatively
- Meticulous attention to detail to ensure accuracy in all email communications
- Understanding of HTML and CSS for email template customization
- Basic knowledge of analytics tools for tracking and reporting (Google Analytics)
- Professional judgment and discretion
- Wide degree of flexibility is required
- · Passion for fitness and enjoy working out

Salary is dependent on experience.

PRx Performance, LLC partnered with PRO Resources are Equal Opportunity Employers.