

GOLDEN PEAK MEDIA

inspire • educate • connect

NOTE: Due to Sales Tax Nexus, Candidates will only be considered for this role if they reside in the following states: AZ, CO, MA, NJ, NY, OH, WI.

Candidates meeting the desired qualifications should apply by submitting a resume and cover letter to hr@goldenpeakmedia.com.

More and more people of all ages are following their creative passions to find balance, express themselves, and create a sense of accomplishment.

Golden Peak Media's mission is to help fine artists and crafting artisans by inspiring, educating and connecting them throughout their journey. Through streaming workshops, on-demand classes, print publications, the most vetted and trusted patterns, competitions and virtual and in-person events, Golden Peak helps millions of people explore their passions and take their craft to the next level.

Marketing Automation Specialist

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The Marketing Automation Specialist will be responsible for assisting in the creation and deployment of our email program and additional marketing automation initiatives. Your role will include creating and deploying email, web, and social communications utilizing personalization, segmentation, and best practices. Additionally, you will assist in the creation of automated nurturing paths that support organizational initiatives.

Duties and Responsibilities

- Assist in the creation, deployment, and analysis of multi-channel marketing campaigns that include email, on-site modals, and social media to provide a cohesive customer experience
- Build transactional and custom automated customer journeys based off business needs
- Leverage best practices to build engaging templates that are mobile-friendly and responsive
- Assist in the management of subscriber data, email lists, and segmentation
- Utilize data to keep subscribers engaged, loyal, and converted to paying customers
- Advise on email and marketing compliance and business best practices
- Work with third party partners and providers for email and marketing services

- Proactively monitor and analyze key campaign metrics to offer new ideas and revenue driving opportunities
- Execute and provide A/B testing recommendations on emails, web modals, landing pages, and forms
- Use customer data to create highly personalized, segmented marketing campaigns aimed at specific customer behaviors and lifecycle stages
- Stay up to date on capabilities and opportunities within the Omeda marketing platform to help drive business objectives
- Work directly with the Marketing Director and Marketing Managers in deploying channel initiatives from strategy to execution

Skills & Experience

- 2+ years' experience in multi-channel marketing, especially email, social, and on-site marketing
- Strong strategic thinking and understanding of customer journeys
- Expertise in data analysis and campaign performance tracking
- Knowledge of HTML/CSS and how it pertains to email creation
- The ability to troubleshoot display issues in various email clients
- Strong communication skills and the ability to work in a face paced environment
- Ability to work cross-functionally with a variety of teams
- Strong problem-solving and analytical skills; able to leverage data to identify trends and performance drivers
- Knowledge of and experience in a marketing automation platform, Omeda a plus

Perks:

- Competitive salary & benefits including health, dental & vision insurance
- 401k
- Flexible PTO and remote work options
- Passionate, creative team environment
- Employee discounts

Golden Peak Media provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

The statements used herein are intended to describe the general nature and level of the work being performed by an employee in this position and are not intended to be construed as an exhaustive list of responsibilities, duties and skills required by an incumbent so

classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the Company.

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