

Direct Wines Role Profile	
Position Title	Email Developer / Designer
Reports To	Email Design Manager
Overall Job Purpose	<p>Responsible for the design and development of email campaign activity across Laithwaite's Wine, The Sunday Times Wine Club and Avery's.</p> <p>They will work closely with both the Email Marketing and Email Design Managers to optimise email propositions and creative. Also producing engaging designs in accordance with current brand guidelines.</p> <p>Tasks will also include developing both mobile responsive and automated email templates whilst managing the email production schedule.</p>
Key Responsibilities	<ul style="list-style-type: none"> • Day-to-day management of email scheduling, ensuring all campaigns are delivered correctly in accordance to brief. • Attend creative meetings, providing feedback and recommendations on requirements in order to improve and optimise campaigns. • Build relationships with marketing and creative teams to develop a good understanding of both web-based and offline campaign activity. This is in order to achieve consistency across the brand. • Manage the email production process from start to finish. This includes starting off with the design brief through to concepts, production, amendments, and final campaign scheduling. All which will need to be in accordance with deadlines. • Working closely with the Email Design Manager and external agencies to produce, adapt and improve email templates in line with existing optimization processes. • Ensure best practices are used with both HTML and CSS for compatibility across email client platforms. • Keep abreast of industry best practice and techniques. Engaging with competitor activity in relation to design with the intention of providing a summary of suggestions for future planning.
Qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent is preferred. Experience is also taken in to consideration.
Essential Skills	<ul style="list-style-type: none"> • Proven HTML5 and CSS3 development experience • Ability to develop boiler templates from scratch, including familiarity with frameworks such as MJML or ZURB. • Working knowledge of scripting languages is essential, to assist in the development of dynamic content within our triggered and transactional emails. Ideally the candidate would have some experience working with scripting languages such as jQuery.

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	<ul style="list-style-type: none">• Familiarity of using platforms such as Litmus to ensure emails correctly render across a broad spectrum of clients and devices.• Ability to attach, process and segment data as required for email broadcast or circulation.• Good background knowledge of the Adobe Creative Suite, Photoshop skills essential.• Up-to-date with current mobile responsive and fluid design techniques for email.• Excellent attention to detail.• Good organisational skills and the ability to multitask.• Initiative; able to work independently as well as within a team.• Excellent time and task management skills.• Strong ability to problem-solve and recommend solutions.• Works well under pressure.• Ability to deliver from a design brief.• Ideally has some experience working in the e-commerce, retail sector.
Desirable Skills	<ul style="list-style-type: none">• Previous hands-on experience working with ESP platforms similar to Adestra.• Knowledge of automated or triggered emails including corresponding automation programmes.• Experience working with web-based content management systems (Saas).• Email design and development experience within a retail environment.• Conceptual creative design skills.• Ability to design with the target audience in mind.
Personal Skills	<ul style="list-style-type: none">• Innovative: A problem solver, with the keenness to stay up-to-date with latest email trends. Recommending current best practices and new approaches to existing designs and processes.• Creative: Brings a fresh perspective to both email design and development.• Communication: Excellent communication skills with the ability to work across multiple departments and teams.