

Email marketing position

Job description:

Netomedia, a successful gaming company from Tel Aviv is actively looking for an Email Marketing to join our marketing department.

Responsibilities:

- Define players target groups for CRM activity based on database analysis.
- Responsible for maintain and improve marketing plans for different segments
- Manage, analyze and improve automated email campaigns
- Managing, building and maintaining ownership of retention activities through all channels.
- Campaign analysis - analyze email campaign results and produce relevant reports

Demands:

- B.A in Marketing/Business administration/Economics – a must
- High level of English – a must
- Excellent knowledge of Microsoft Excel – a must
- An experience working as a CRM function in an internet company – an advantage (an experience from the E-gaming industry – big advantage)
- Highly motivated, results driven and marketing orientated with high analytical skills

Contact- Perlit.peretz@netomedia.com