



Email Marketing Strategist

Are you an independent contractor or individual looking for freelance work with experience in creating and executing email marketing campaigns? Are you self-directed and able to work collaboratively with others to meet client expectations?

Green Apple Strategy, a marketing and communications agency headquartered in Nashville, Tennessee, is looking to add a part-time Email Marketing Strategist to The Orchard, our team of freelance specialists. This position is currently set for 15-25 hours per week.

POSITION SUMMARY

As a part-time Orchard Member, the Email Marketing Strategist will collaborate with the Content Marketing team to develop and execute email marketing strategies and campaigns for all client accounts.

RESPONSIBILITIES

- Lead all email marketing strategy development for all clients
- Oversee email marketing reports and audits
- Work closely with the Green Apple team, as well as team members in the Orchard, to conceptualize, design and implement effective email marketing campaigns
- Monitor trends and changes in the marketplace and update the Green Apple team members with best practices and idea sharing
- Create and monitor email marketing campaigns for all clients
- Ensure designs and layouts of email are optimized, user-friendly and mobile-friendly
- Create and manage automated email journeys for clients
- Coordinate and send test emails for approval before being deployed, and utilize A/B testing when necessary
- Update and segment client email lists
- Track and analyze campaign results
- Communicate and collaborate with the Green Apple team on any updates, questions, or issues that might impact client work

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SUPERVISORY RESPONSIBILITIES

None at this time. But this position will work closely with numerous team members.

QUALIFICATIONS

SKILLS

- An understanding of email marketing strategy and best practices, including design, content, subject lines, and UTM links
- Ability to collaborate with the Content Marketing team to enhance email marketing strategy and deliverability for clients
- Experience creating, editing, and problem-solving responsive HTML/CSS code preferred
- Ability to execute A/B testing strategies and dynamic content
- Ability to work autonomously in a fast-paced environment
- Proficient in Google Workspace and Microsoft Office, a plus
- Familiar with Basecamp project management system, a plus

EDUCATION AND/OR EXPERIENCE

- A college degree in marketing, communications, journalism, or a related field; and/or equivalent education or experience in job-related activities is required.
- Agency experience is preferred.
- Experience with Campaign Monitor and Constant Contact is preferred.

WORK ENVIRONMENT

The Green Apple team follows a virtual workplace model. As a part-time employee, you will be part of The Orchard—Green Apple's team of freelance and contract specialists. The Orchard is composed of creative specialists from across the country who serve Green Apple's clients.

The Green Apple team holds periodic scheduled meetings with members of the Orchard, hosted on Zoom. The Email Marketing Strategist should have the ability to communicate with and deliver tasks to Green Apple team members during business hours (9 a.m. - 5 p.m. CST).

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COMPENSATION & BENEFITS

Part-time employees are paid an hourly rate that is determined based on their experience and expertise. The number of hours for this position currently varies between 15-30 hours per week. Orchard members are asked to log their hours each week and are paid bi-weekly.

APPLY

To take the next step in the application process, please send your resume, LinkedIn profile, and examples of work to info@greenapplestrategy.com with the subject line: Applying for Email Marketing Strategist position.

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