



EMAIL MARKETING & RESEARCH ANALYST

FLSA Classification: Full-Time, Exempt

The Country Music Hall of Fame® and Museum Marketing Department

Applications are accepted electronically HResources@countrymusichalloffame.org

The Country Music Hall of Fame® and Museum has an opening for a full-time exempt Email Marketing and Research Analyst on our Sales and Marketing Team!

Company Overview: The Country Music Hall of Fame® and Museum seeks to collect, preserve, and interpret the evolving history and traditions of country music. Through exhibits, publications, and educational programs, the museum teaches its diverse audiences about the enduring beauty and cultural importance of country music.

Departmental Overview:

Job Overview: This position will work closely with the Marketing Services team to coordinate and execute day-to-day client efforts for both email marketing and research (both email and non-email based). This role will involve client-facing, project management duties and execution of elements.

Specific Job Duties:

- Email Marketing
 - Create, plan and execute email campaigns for the Museum's 20+ email lines of business, in collaboration with the Marketing Manager(s)
 - Build email campaigns according to project input requirements: verify content, images, design/layout, links and any opportunity for dynamic content.
 - Provide recommendations on subject lines, content changes, or design layout opportunities
 - Implement email tracking to ensure the opportunity to analyze and review the results of each email campaign. Present results and/or insights as required
 - Maintain positive email deliverability scores
 - Ensure CAN-SPAM compliance
 - Conduct and recommend testing components of the different email campaigns
 - Manage the email calendar, keeping email sends on time and accurate
 - Maintain knowledge of current email marketing trends and best practices
- Research
 - Build email, intercept and/or other information seeking research tools and execute to high statistical validity for internal departments
 - Proactively analyze available constituent data for insights and extended marketing opportunities, throughout the constituent lifecycle.
 - Program online surveys using survey software and manage the survey fielding process as required.
 - Analyze survey results to draft written reports, executive summaries, and presentations, while potentially providing insights for actionable items or products



Minimum Qualifications:

- Bachelor's Degree in a related field
- 2 years of directly related experience

Preferred Qualifications:

- Excellent grasp of Microsoft Suite (Excel, Word and PowerPoint) and PC-based applications
- 2 years of hands-on email marketing coordination experience, utilizing EMMA.
- 2 years research design, execution and analysis, utilizing SurveyMonkey AND SPSS
- Other survey software experience will be considered

Essential Competencies (Knowledge, Skills and abilities needed for success in the position):

- Ability to find answers to questions that may not yet be documented
- Ability to efficiently handle a very busy schedule and ever-shifting priorities
- Ability to report and share results in a consumable, approachable manner
- Strong analytical and problem solving skills
- Strong project/time management skills
- Knowledge around CAN-SPAM rules and regulations
- Basic to intermediate HTML or CSS knowledge