

True Action Network

Position: Director Email Marketing, Subject Matter Expert (SME) **Date:** January 2012

Location: New York City

The Company

True Action Network is rapidly growing full-service digital & interactive marketing and design agency focused on driving quantifiable consumer actions that result in profitable transactions. We are the leading **Performance Marketing** agency in North America and serve over 60 clients including many of the world's leading consumer brands. Unlike the vast majority of our competitors, we always strive to share risk and reward with our clients through a highly compelling revenue and profit share business model. In short, we are focused on driving measurable results for our clients.

At True Action Network we design and deliver highly effective solutions thanks to our deep understanding of strategy, design, marketing, technology, user research, analytics, and measurement. True Action Network's three North American offices are located in New York, NY, Philadelphia Metro (King of Prussia, PA) and Los Angeles, CA. With over 300 marketing professionals, spanning various disciplines and backgrounds, we have become a force to be reckoned with in the marketing services industry.

True Action Network is part of GSI Commerce's Marketing Services division that recently ranked among the Top 15 U.S. Digital Agencies by Advertising Age (ranked as "GSI Interactive Marketing"). GSI Commerce, an eBay company (<http://www.ebayinc.com>), is a leader in global e-commerce services with over 4,500 employees and 500+ clients globally. You can view GSI's Marketing Services offerings at http://www.gsicommerce.com/marketing_services

The Role

The Director of Email Marketing is both internally- and externally-focused on developing & executing key engagement and conversion strategies with our clients, partners, and internal stakeholders. All facets of Email including Brand Building, Engagement, Acquisition, Retention/Loyalty and Revenue generation will be included in the role.

This person anticipates the evolution and innovative development of email acquisition and direct customer marketing. Internally, they set the tone, philosophy and strategy, gains appropriate buy-in, then communicates relentlessly. He or she monitors and guides participants in email related projects on integration and best practices while encouraging successful participation. He or She will also maintain a critical role as agency and client liaison with key vendors. The Director of Email Marketing is obsessively focused on how results connect to corporate objectives, brand requirements and prospect / customer tendencies and is given the tools to measure those results.

Primary responsibilities include overseeing multiple big brand Email Marketing initiatives, managing several direct reports, communicating and advocating effectively to clients and prospective clients, and discovering/introducing emerging platforms, technologies and opportunities in the email and messaging space.

This person works closely with the VP of Conversion Channels, SVP of Marketing and SVP of Strategy within True Action Network.

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Success Criteria

- **Demonstrated experience** with marketing and communicating in bleeding edge digital channels
 - **Strong relationship building skills**, including negotiation & executive interaction, ability to coach others
 - **Project management**
 - **Proven knowledge** of email coding and other relevant technical requirements required for successful strategies and executions
 - **Ability to develop a business vision** for Email Marketing, including goals & results
 - **Experience with big brand clients**
 - **Strong Organizational Skills**
 - **Flexible communication skills:** Strong editorial writer. Is able to present needs and plans and communicate internally, has a distinct, personable voice for external engagement. Can manage negative situations toward positive outcomes.
 - **Experienced manager:** is able to manage budget and a team
 - **Has foresight and vision:** identifies key email trends and is able to separate tools from fads
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Essential Skills & Experience

- Minimally ten years of overall experience, with a minimum of 5 years experience in digital marketing, and at least 4+ years developing strategies specifically in the Email Marketing space.
- Experience working at a digital agency or ESP (Email Service Provider).
- Ability to have led cross-functional teams.
- Ability to manage multiple clients/projects and team of people.
- Must be a strong communicator and team leader.
- Must have experience not only in developing strategies but IMPLEMENTING them.
- Bachelors/MBA degree preferred or equivalent work experience.
- A strong work ethic and passion for each and every project is a must.
- Must engage the office culture promoting interactive knowledge and creativity.
- Must be willing to travel.
- Must be a solid problem solver and positive partner for account and management team.