



Email and Marketing Automation Manager

About Women@Tech

Women@Tech is a **volunteer-led** UK organisation, dedicated to connecting, developing, and advocating for women in technology, with the backing of our industry-leading member companies.

Driven by women and allies working within the most influential Tech companies in the UK, we deliver a unique blend of mentorship and development programmes; networking events; and advocacy initiatives, to improve representation and progression of women within the Tech sector.

Together, we are leading the charge towards a more diverse, equitable, and inclusive future for all in the Tech industry.

For more information, please visit our [website](#).

Job Details:

The Women@Tech marketing team set the brand strategy, driving engagement through social media and campaigns, all the while managing a consistent and positive experience of Women@Tech online.

We're looking for an Email and marketing automation manager who is smart, capable and excited about promoting Women@Tech initiatives, building our brand, and trying innovative techniques. We're a fast-paced but fun team with loads of opportunity for a new team member to make a big impact right at the start of Women@Tech's brand and marketing development.

In this role you will:

- Create and own the marketing automation strategy and tool
- Manage the onboarding and implementation of a new marketing automation tool.
- Build out and launch of the marketing automation tool including:
 - User and permission management
 - Creation and optimisation of templates
 - Marketing lists

- o Analytics and reporting
- Be responsible for performance and technical management.
- Manage our inbound and outbound email marketing strategy.
- Support campaign lead with execution of campaign strategy.

What you will need to succeed:

- Experience in delivering email campaigns is helpful.
- Experience with marketing automation tools.
- Design and Canva skills would be preferred but not required.
- Confident communicator to manage stakeholders.
- A passion for marketing and communications.
- A high level of organisational skills and a collaborative approach.
- Fluent in English (other languages are very welcome!).

What you'll get from us:

- Great experience working in a collaborative fun team.
- Varied projects with a high degree of autonomy.
- The opportunity for development with marketing experts.
- Unleash your creativity and contribute to something meaningful.
- Become a thought leader in Diversity, Equity, and Inclusion, while building your personal brand and amplifying your voice in the industry.
- Build a unique network across the major tech companies in the UK and gain valuable perspectives.
- The commitment to treating everyone equally, without any discrimination.

Time commitment:

1-2 hours a week – likely to be cyclical - The beginning of campaigns will have more workload, which will taper off as campaigns are delivered.

HOW TO APPLY:

Contact Kirstie Ayres <k.ayres@samsung.com>