

Email Production Associate # 25378

Job Description

Department: Cal Performances
Classification: Publications & Prod Spec 2
Title Code: 7457U Non-Exempt
Percent Time: 100 %
Personnel Program: Personnel Policy for Staff Members (PPSM)

Introduction

The Email Production Associate manages the production of Cal Performances' emails for a number of internal departments, including marketing, PR, artistic literacy, development, education, organizational leadership, and ticket services/front of house; sending approximately 40 emails per month. The position is responsible for collaborating with internal Cal Performances clients to gather content, create emails, resolve content discrepancies, edit drafts, and send out error-free communications on time, as outlined by the email schedule.

Responsibilities

Duties include but are not limited to:

- Manage production tasks for emails including: build, technical and content quality assurance, routing proofs, managing edits, campaign sends.
- Work with client groups to identify needs and requirements for email production.
- Coordinate with departmental list clients on emails sends.
- Inform clients and email marketing team of pertinent updates (schedule changes, problems, etc).
- Monitor workload for the email channel and identify project prioritization.
- Perform baseline list pulls from Tessitura.
- Crop images and ensure web optimization (right fit and type).
- Content creation.

Skills, Knowledge & Abilities

Required Qualifications

- 2—5 years of experience working in digital production with email marketing responsibilities
- Great attention to details, very organized, and excellent communication skills
- Experience with email marketing services such as Wordfly, Mail2, Constant Contact, or MailChimp
- Experience and working knowledge of Photoshop
- Experience and working knowledge with HTML/CSS
- A team player who is tactful, flexible and able to understand and balance a variety of considerations and perspectives
- Ability to think creatively and identify opportunities for improvement
- Takes initiative and holds self and others accountable for meeting deadlines
- Fastidious attention to detail and quality assurance

Other information:

This is a full time one-year contract position with benefits and an hourly rate of \$23.00.

To apply, please visit <http://jobs.berkeley.edu/> (search by the Job ID #25378). When applying, please include a cover letter with your resume.