

Email/Push Marketing Manager @ B&H Photo Video

Job Title: Email/Push Marketing Manager
Job Type: Full-Time
Location: New York, NY

Job Overview:

The Email/Push Marketing Manager will be responsible for managing a team to execute email and push notification, strategize and implement new email marketing and push notification campaign ideas to better engage B&H customers. She will also analyze marketing data to better communicate with our customers while growing our customer base.

Essential Responsibilities:

- Manage a team
- Recommend ideas and implement new strategies to engage with B&H customers
- End-to-end management of push campaigns
- Provide an effective mode of communication to our customers via push notifications and email
- Analyze marketing data and trends to better communicate with various target markets
- Implement and test new email marketing and push strategies
- Communicate and coordinate with various departments to ensure that the email marketing and push campaigns are implemented efficiently

Specific Knowledge, Skills and Abilities:

- 3+ years of managerial experience
- Degree in Marketing or equivalent experience
- Excellent writing and email marketing skills
- Excellent knowledge in push notification
- HTML and design knowledge

We are proud to be an EEO/AA employer M/F/D/V.

To apply, please email your resume to [**employment@bhphoto.com**](mailto:employment@bhphoto.com)