



Email Marketing Manager

**NOVATO, MARIN COUNTY, CALIFORNIA
FULL-TIME**

One Legal is a technology-driven company that is transforming how legal professionals access legal support services. We're building online tools that help to make the administration of legal practice easier and more efficient and, in the process, transforming an industry.

It's our vision to be the most trusted technology provider for legal support services in the United States. As a member of our marketing team you'll be helping to ensure to share attract new prospects and delight existing customers every day.

ABOUT YOU:

We are hiring an email marketing manager to be the biggest supporter of our existing contacts list possible — the days of full blasts and spamming are over. In its place, we want you to understand the right nurture tracks to provide incremental value and nudge our leads towards sale in a way that feels human and still converts. We also need you to understand the right types of content to send to the right people at the right time, both for lead nurturing and to delight and inspire our existing customers to continue their relationship with us.

YOU WILL:

- Manage email program for every stage of the lifecycle, including lead generation and retention campaigns (prospect nurture, welcome/onboarding, content offers, promotional sends, product updates, and more)
- Implement creative and tactical aspects of campaigns, including automation set-up, template design, copywriting, design, testing, and deployment.
- Segment lists based on behaviors like past email engagement, website interactions (content downloads, site page visits, etc.), physical interactions (e.g. at events), and data collected via our website forms. As required, work with other data-owners in the company to ensure data accuracy.

- Measure the results of emails and use this data to develop actionable insights that can be used to optimize future email sends and campaigns.
- Actively apply knowledge of best practices and previous campaign performance to optimize campaigns to achieve traffic and revenue metrics including CTR, open rates, engagement, conversion and lead generation.
- Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.
- Own and manage the writing, design, and sending of our regular community emails, including our weekly blog summary and monthly newsletter.
- Collaborate with departments across the organization sending transactional emails to optimize copy toward achieving business goals and standards, including adherence to brand and voice guidelines.

YOU SHOULD HAVE:

- BA/BS or equivalent working experience.
- Past experience with email marketing, lead nurturing, marketing automation, and/or web analytics. Specific experience with Salesforce/Pardot a plus.
- A highly analytical mind and the ability to derive meaning from data through A/B testing and email optimization.
- Ideally, a basic knowledge of graphic design and some familiarity with HTML/CSS.
- Excellent writing and communication skills (in both written and verbal form).

BENEFITS:

We offer a great compensation package, 2 weeks of vacation, a relaxed approach to flexible/remote working, a fun and casual work environment, a competitive benefits plan, and the opportunity to be part of a team that is shaping the future of legal technology.

As a bonus, you'll be working out of our headquarters in beautiful Marin County, just 25 traffic-free minutes north of the Golden Gate Bridge.

HOW TO APPLY:

Send your resume, a cover letter, and, if you have one, a link to your LinkedIn profile to resumes@onelegal.com.