



ParentMap is hiring an Email Production Coordinator

ParentMap is seeking a motivated Email Production Coordinator to adeptly and creatively support the content team with email and website publishing tasks. The ideal candidate is a collaborative team player who has the ability to effectively manage deadlines and priorities in a fast-paced, virtual-office work setting. A background and interest in working in email campaign production and digital/online publishing is required.

JOB STATUS: This is part-time, six-month contract position with option for permanent hire.

KEY RESPONSIBILITIES

- Build, test and schedule all content-focused email products, working closely with editorial team
- Select and edit high-quality imagery for emails to increase content engagement
- Optimize engagement metrics with subject lines and content placement
- Record stats for all email sends and analyze data to make recommendations on improving performance
- Work with content and marketing teams to improve email strategy, content presentation and more
- Support email production for sponsored client mailings, ParentMap events and marketing emails

ADDITIONAL DUTIES

Assist content team with digital content publishing, special projects and administrative support as needed.

REQUIRED SKILLS AND EXPERIENCE

- Exemplary written and verbal communication skills
- Self-motivation, dependability and strong attention to detail
- Sharp analytical skills with experience managing spreadsheets
- Eagerness to learn various aspects of our business
- B.A. in English, journalism, marketing or related field, preferred
- Two-plus years of administrative and/or editorial experience
- Must have experience utilizing email platforms to manage, produce, send and strategize content emails for/to consumer audiences



- Must have experience with CMS/digital publishing, blog publishing or website content management
- Knowledge of HTML and search engine optimization best practices is strongly preferred
- Computer/software literacy, including but not limited to Microsoft Office, Google Drive, photo-editing software
- Demonstrated ability to work efficiently within tight deadlines

REPORTS TO: Content and Publications Manager

LOCATION: ParentMap is a virtual office; teammates work from home but attend standing meetings each week in person in Seattle and Mercer Island.

APPLICATION DUE DATE: We will accept submissions through March 5, 2019.

HOW TO APPLY: Email your cover letter and resume to jobs@parentmap.com. Include "ParentMap Email Production Coordinator" in the subject line of your email.

ABOUT PARENTMAP

ParentMap is a Northwest media company providing highly relevant, well-researched, and entertaining content to parents through various integrated publishing channels: our award-winning news magazine; ParentMap.com, the Puget Sound's leading website for parents and caregivers; and our annual series of lectures and community events.