

The European People's Party (EPP) is currently recruiting a Email Marketer (m/f)

The European People's Party (EPP) offers at its headquarters in Brussels a contract of 10 months starting as from September onward. You will be affiliated with the Communication and Marketing Department of the EPP, and work for the Digital Campaign Manager and the Data Manager for the next European elections.

The EPP will work with its member parties and associations during the campaign to elect members of the European Parliament, to cement the EPP as the largest group in the EP and to elect the next President of the European Commission.

Tasks:

- Design and implement direct email marketing campaigns
- Ensure mobile-friendly email templates
- Write newsletters and engaging issue-based content, working with copywriters
- Develop effective email templates using graphics, personalisation and advanced features
- Ensure prompt and accurate communication with target audiences via email to minimize unsubscribes
- Analyse campaign performance and suggest improvements
- Report on email marketing efforts
- Ensure emails follow industry best practices and legal requirements
- Work closely with our Data Manager and the Nationbuilder platform
- A/B test and implement learnings
- Proofread emails for clarity, grammar and spelling

Requirements:

- Proven work experience as an Email marketer
- Proficiency in marketing automation technology
- Familiarity with analytical and database tools (Nationbuilder an asset)
- Excellent written communication and copywriting skills
- Strong project management skills
- An ability to work under tight deadlines

Experience: Junior

Remuneration: Based on experience

How to apply

Send your English CV and portfolio to gh@epp.eu by **15 August**. Please note that only the shortlisted candidates will be contacted.

The European People's Party (EPP) is the largest political party at European level, with 77 member parties from 41 countries and the largest Group in the European Parliament. A staff of 25 people from all over Europe works in the EPP headquarters in Brussels, creating a truly European work environment.