

## EMAIL MARKETING MANAGER

**RealDefense / iolo** is seeking a creative and roll-up your sleeves hard-working individual to join our growing team of talented ecommerce and marketing professionals. Reporting to the VP of eCommerce, the Email Marketing Manager works as a team with our Campaign Deployment Manager to own and drive the strategy, execution and analysis of the email marketing program for the portfolio of B2C software products and support services under the RealDefense umbrella. This is a full-time position.

### KEY RESPONSIBILITIES:

- Develop the email distribution and in-product messaging calendar and strategy for all outgoing email and in-product message campaigns, including promotional, transactional, and automated drip sequences to support customer acquisition and retention goals.
- Collaborate with Product team to understand our suite of software products and services, identify effective ways to convey its unique benefits and selling points in email and in-product messages.
- Write compelling email copy and develop fresh, appealing promotional offers.
- Develop test plans and apply data-driven techniques to optimize all emails to maximize effectiveness.
- Proactively monitor all account metrics: open rates, click-through, deliverability, conversions.
- Provide weekly analysis for each deployment and recommendations for improvement related to sales, segmentation, overall campaign effectiveness, and testing strategies for future campaigns.
- Drive continuous improvement through rigorous subject line and template A/B testing.
- Ensure deployment of consistent, best-practice email templates, dynamic content, audience targeting.
- Manage campaigns consistent with CAN-SPAM, CCPA, GDPR requirements.
- Develop the strategy and messaging for drip sequence campaigns, including downloads, onboarding, event-based messages, and renewals.
- Work cross functionally with Product, Design, and Development to improve customer experiences.
- Coordinate with Marketing, Sales, and Product teams to create and execute email and in-product messaging campaigns in support of each business unit.

### QUALIFICATIONS:

- 2-3 years using email marketing software; working knowledge of Emarsys user interface a plus.
- Fluent and persuasive promotional copywriting skills for technical products, SaaS, software, or B2C subscriptions.
- Experience with content, design, and personalization tactics (dynamic messaging) for email campaigns.
- A practical understanding of CAN-SPAM, CCPA requirements.
- Working knowledge of Excel, preferably at the intermediate level.
- 3-5 years of experience in relevant field.
- Bachelor's Degree in Business, Marketing or related field required.
- Strong written and verbal communication.
- Enjoys working in a team environment.



# Email Marketing Manager

---

- Laughs easily yet is focused on the tasks at hand.

## ABOUT THE COMPANY

iolo produces award-winning software that repairs, optimizes, and protects Windows computers. A privately held firm founded in 1998 and headquartered in Pasadena near Los Angeles with a global presence and products in six languages, iolo is widely recognized as a global leader in the competitive utility software market. With the assurance of hundreds of awards from industry analysts and media, today iolo's products are carried in more than 18,000 retail storefronts worldwide, such as Best Buy and Staples, and more than 32 million people have relied on iolo for their PC optimization, security, and data recovery needs.

iolo is committed to fostering and building new talent, with ample opportunities for education, growth and professional development.

## HOW TO APPLY

This position will be based out of our offices near Pasadena, California. Salary commensurate with experience. We offer employee benefits, including 401(k) and FSA. For immediate consideration, please respond with a cover letter, and include your resume and salary requirements to: [careers@iolo.com](mailto:careers@iolo.com), noting "**Email Marketing Manager**" in the subject line of your email (send only ONE email please). Principals ONLY. **No phone calls or search firms please.**