

**Job Role:** Email Marketing Specialist  
**Organization:** Backspace International Ltd.  
**Job Location:** Nikunja 1, Dhaka.  
**Employment Status:** Full time  
**Workdays:** Saturday to Thursday  
**Probation Duration:** 3 - 6 Months  
**Working Time:** 9:00 AM to 6:00 PM (Flexible)  
**Vacancy:** 2

### **Organizational Overview:**

Backspace is an innovative MediaTech that has developed platforms to provide efficiencies and effectiveness in the growing information media sector. The organization is contributing to the evolving media and communication, as well as the growth of sectors within the wider MediaTech umbrella.

### **What You'll Do:**

- International Sales prospecting and client onboarding
- Create email marketing campaigns to promote products or services.
- Research our customers' lifecycles and how they interact with our brand to understand the best ways to reach them through email
- Use email marketing concepts and metrics to measure and optimize our email campaigns, to improve open rates, deliverability, click rates, and conversion rates, and to achieve specific business goals
- Conducting market research to better comprehend prevailing consumer behaviors.
- Reviewing our former campaigns to ascertain areas of strength and weakness, which could inform subsequent outputs.
- Creating well-written copy that is free from mistakes.
- Maintaining a database of customers who have opted to receive our correspondence.
- Distributing emails through the use of automation software.
- Monitoring and reporting on the utility of each campaign.

### **What You'll Need:**

- Minimum 2-3 years of experience in a international business development or Email Marketing
- Degree in marketing, advertising, communications, or similar.
- Proven experience creating high-impact, unique marketing campaigns.
- Prior database management experience, preferably in a similar role.
- Familiarity with pertinent automation and performance evaluation software.
- Demonstrated analytical analysis of results and strategic planning
- Positive attitude, self-motivated, creative individual
- Outstanding copywriting and copyediting abilities.
- Ability to harness collaboration to produce well-crafted content.
- Willingness to work extended hours to ensure that projects are completed, as needed.

**Remuneration Package:** Negotiable

### **Why You'll Love Working Here:**

- Our culture is the most important thing we offer: a place to do your best work and a chance for your voice to be heard in a democratic environment as we shape a high-growth space.
- Two annual festival bonuses
- Annual Salary Evaluation
- Privilege Leave bonus
- Performance bonus
- Paid Holidays
- Lunch Facilities: Partially Subsidize
- Snacks and Beverage
- Indoor Games
- Picnic & Refreshing Tours
- Enablement program and soft skill training to support internal career growth and development
- Monthly and quarterly team-building events
- Reward and recognition programs
- Volunteering and opportunities to give back
- Chance to work with our incredible global team all over the world

### **Application Instruction:**

Interested candidates who are confident and have the necessary experience should send their updated CV and recent photographs to the email address listed below. Please include the job title in the subject line.

**Email:** [career@werbackspace.com](mailto:career@werbackspace.com)