

## **HTML Developer**

### **About Wordery**

Wordery is a fast growing global online book retailer.

Based in Farnborough, Hampshire, Wordery was founded in October 2012 by a team of bookselling eCommerce entrepreneurs in partnership with Bertrams, one of the UK's largest book wholesalers.

With sales doubling annually since inception, Wordery is a significantly successful story in the start-up world.

Wordery sells a range of over 10 million books over to over 100 countries via 10 channels, and is one of the top booksellers in the UK.

Our dedicated D2C channel, [wordery.com](http://wordery.com), launched in October 2013 and is now a substantial part of the business and the key area of focus and growth.

### **The Role**

Reporting into the Head of Customer Marketing, this role will own and maintain the daily management of Wordery's email communications programme, from initial design and build through to delivery and reporting. You will be working as a key part of the marketing team, alongside our ESP; Selligent and also with our internal front-end / back-end developers and analysts, to deliver a smooth and efficient CRM and email marketing programme.

### **Responsibilities**

- Build and populate our weekly HTML emails, and automated email programmes, using Selligent (our ESP)
- Manage and 'police' automation and dynamic content
- Effective 'health' management of our email comms; troubleshooting and diagnosis of problems
- Review and assess email and CRM performance, providing weekly reports
- React to positive or negative observations with proactive and strategic solutions or ideas
- Work alongside the marketing team to efficiently integrate the email marketing output with our broader marketing strategy and the company's objectives
- Dedicated and strict ownership of 'best practice' email communications management (data protection, legalities, email reputation management etc)
- Assist with the delivery of achievable, yet brave KPIs for email and CRM performance
- Manage the efficient output of email and CRM testing programme
- Identify and promote opportunities to develop more engaging, effective or interactive email using latest techniques
- Support the implementation of new or unexplored email initiatives

**Essential Skills and Experience:**

- Good academic achievements
- Graduate or college leaver with related qualification(s)
- Working with an established and advanced ESP
- Working within Ecommerce
- Good knowledge of modular and responsive HTML, CSS
- Good understanding of database-driven websites
- Strong ability to process, understand and articulate data
- Established (yet not necessarily advanced) ability to use Adobe Photoshop, Illustrator and InDesign
- A good understanding of email marketing and 'best practice' data usage

**Desirable Skills and Experience**

- Advanced ability to use Adobe Photoshop, Illustrator and InDesign

**Personal Attributes**

- A passion for insight and UX enhancement
- A creative eye
- Team Player
- Idea generator
- Excellent verbal, written and data presentation skills
- Displays a proactive attitude with the ability to get things done in a dynamic environment
- Inquisitive nature with an aptitude to diagnose and solve analytically complex business problems
- Tenacity

**Contact:**

Please contact us on [careers@wordery.com](mailto:careers@wordery.com)