



## **CAMPAIGN / QA SPECIALIST – FULL-TIME**

### **Role Description**

#### **Campaign & QA Specialist Overview**

- Build, test, and deploy digital marketing campaigns. These are primarily email, but may also cover other channels including SMS and Mobile Push.
- Support clients' technical needs on leading Marketing Automation Platforms including Oracle Responsys, Braze, Iterable, SFMC, & others.
- Configure and build marketing automation tool components based on specifications provided by an Architect.
- Work closely with Project Management and Customer Success teams to deliver per the schedule and on time.
- Work with a defined checklist and process to QA creative and campaign functionality.
- Develop an appropriate, campaign-specific testing approach.
- Perform functional testing of marketing campaigns to confirm accuracy.
- Provide assistance and direction to help resolve defects and issues.
- Work closely with other campaign services team members to build and QA campaigns collaboratively.

### **Who we are looking for**

- A strong desire to learn and to build technical skills in the multi-billion dollar digital marketing industry. This is a technical role and has a career path to become a Solution Architect in the long term (dependent on performance and dedication).
- Strong attention to detail is critical – the marketing journeys we build are seen by tens of millions of people.
- Committed to excellent customer service and teamwork.
- Ability to work remotely is key. You should have a suitable environment in order to do so (i.e. desk, strong internet connection). A stipend is provided to cover communications costs.
- Individuals that share our values of working hard, commitment and being kind to those around them.



## Skills we are looking for

- Must be able to speak fluent English
- At least 3 years experience with one or more leading ESP / Marketing Automation platforms
- Basic knowledge of web technologies and internet environments including email software, ecommerce, web analytics, and application service providers.
- Basic understanding of how data is stored and manipulated (i.e. databases, SQL).
- Proficiency in HTML and Adobe Creative suite (preferred).
- Knowledge of email marketing best practices (preferred).
- A background in marketing or computer science (preferred).

## Work Environment/Travel

Business hours are Monday to Friday, with a typical 9 to 5 schedule in your respective time zone. Although rare, some weekend and evening work might be necessary, especially for projects with tight deadlines. Some client on-site meetings may be required, depending on industry and client needs.

Shaw/Scott is committed to a healthy and diverse workplace with opportunity for all. We are a remote company with employee concentrations in Seattle, Chicago, San Francisco, Mexico City, Vancouver, London and Budapest. Ideal candidates will be near one of our West Coast hubs, though not essential.

## Shaw/Scott is an Equal Opportunity Employer

At Shaw/ Scott, we strive to be a company where people from all walks of life can be successful. Individuals who are members of groups underrepresented in the tech and marketing industries are especially encouraged to apply. We welcome team members of all races, genders, religions, national origins, ages, sexual orientations, as well as veterans and those with physical or mental disabilities.

## How to Apply

Please email your cover letter and resume to [loveyourlife@shawscott.com](mailto:loveyourlife@shawscott.com)