



Job Description

Title:	Email Development Specialist
Reports to:	e-Services Production Manager/VP Corporate Circulation & Distribution
Department:	Corporate Circulation

Jobson Healthcare Information (JHI) is a premier healthcare information and marketing services provider, with leading positions in a variety of growing healthcare markets such as pharmacy, eye care, clinician (physicians, nurse practitioners and physician assistants) and the managed markets (managed care, hospitals and government). Through its diversified, multi-media portfolio of marketing services, information databases, publications, medical education programs, events, websites and other digital and traditional media services, JHI is uniquely positioned to inform and educate a highly targeted network of approximately one million healthcare professionals across multiple specialties.

JHI is comprised of three separate functional business groups organized to independently deliver comprehensive medical information and communications to the healthcare community: Marketing Services, Information Services and Education Services. Each group has a portfolio of trusted, well-recognized brands that are entrenched leaders in their respective industry specialties.

General Description

Reporting to e-Services Production Manager, the Email Development Specialist designs various email marketing initiatives and prepares client's working files for email use. This position requires direct communication with clients and sales account managers. The Email Development Specialist translates the client's vision into user-friendly interfaces and is responsible for meeting client expectations.

Job Responsibilities

- Design and/or build HTML files for email use
- Ensure the layout of content is accessible and logical
- Recommend improvements as needed
- Communicate and work with clients and translate their layouts into user-friendly email deployments
- Perform quality checks, troubleshooting, and updates to existing email templates
- Manage email deployment in a timely manner to meet client expectation
- Assist the sales team in providing audience response data
- Implement additional web tracking as requested by clients
- Responsible for remaining current with emerging internet technologies and trends
- Able to manage various tasks at the same time to meet deadline
- Other duties as assigned

NOTE: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.



Job Description

Qualifications

- Minimum 3 years of html design experience for email deployment
- Possess a critical eye for layout and design
- Experience in creating pdf comps for review using Adobe design tools
- Superior knowledge of current email design trends and techniques
- Familiarity with the constraints of email development
- Knowledge and experience with cross-browser and cross-platform issues (IE, Firefox, Safari, etc.)
- Proficient in Microsoft Office software
- Excellent customer and internal communication skills, both written and oral
- Strong attention to detail, customer-service orientation, and creativity in problem-solving email technical issues
- Must be self-driven and able to manage timelines
- Must be able to multi-task
- Ability to work in a team environment and to communicate in a clear way
- Previous experience with email deployment services is a plus
- Pharmaceutical industry experience highly desirable
- Ability to work occasional overtime

Travel

- No travel required

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