

EMAIL MARKETING STUDENT FELLOW

UEE/IPGE Fellows Program
University Extended Education | International Programs & Global Engagement
Office of Communications

Job summary

The **Email Marketing Student Fellow** is a paid position and will support the unit's email marketing outreach.



Job area:
Email



Up to 20 hours
per week



Apply online!
www.bit.do/csuf-email

What you will do:

- Assist in quality assurance of email campaign content, interest lists and scheduling
- Provide logistical support for email lead/list acquisition, list segmentation, automated campaigns and approval processes
- Use analytics to establish benchmarks and create regular reports that include email campaign performance and areas for improvement
- Other duties as assigned.

What you will learn:

- Email marketing strategies that best support the user experience
- Key performance indicators for email, as well as reporting processes for analytics and analysis
- Best practices in email list creation and maintenance, including lead acquisition and list segmentation.

To be a great fit, you should have:

- Experience with email marketing campaigns and software.
- Experience with marketing analytics (Google Analytics preferred)
- An ability to take initiative and anticipate needs/potential next steps
- A major in business, communications or IT; relevant work experience is a plus.

MORE INFORMATION ON UEE/IPGE STUDENT FELLOWS

To view all available positions, visit our UEE/IPGE Student Fellows website: fellows.fullerton.edu



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