**­­**

**11**

**Team Size:**

**0**

**Direct Reports:**

**Reporting To:**

**Head of Design**

**Location:**

**Role Title:**

**Email Developer and Designer**

**London**

**Why join the *Product & Design* team?**

MoneySavingExpert.com is the UK’s biggest consumer website. It provides millions of users with free, independent, editorially led information about all things money. The goal for everyone working at MSE is simple – we’re dedicated to cutting consumer bills and fighting hard for financial justice for everyone. We get about 15 million MoneySavers to our website every month. Our weekly email is full of exclusive deals, tricks and MoneySaving guides, all aimed at helping people make the most of their cash. The MSE Forum is a lively and supportive community, with more than 1.5 million users taking part in three million discussions ranging from making the most of your credit card to good old-fashioned thrifty budgeting.

In addition, our Cheap Energy Club takes the hard work out of switching energy and saving on energy bills while the newly launched Credit Club is a great way of managing an array of financial decisions.

But what really makes MSE stand out from the crowd is its [Editorial Code](http://www.moneysavingexpert.com/site/editorial-code), which lies at the heart of everything we do. Regardless of your role at MSE, it’s everybody’s job to champion the consumer – and that makes us a truly unique, exciting and rewarding place to work. If you’re inspired by what we do or see yourself as a passionate consumer champion, and have the grit and enthusiasm along with the skills we seek, a career at MSE might just be the right career step you’re looking for.

­

**Why our role?**

Reporting to the Head of Design and working with the key initiative Strategic Leaders, the Email Developer and Designer is responsible for delivering a step change in the quality and success of our email campaigns. This is a new role within the organisation and therefore the successful applicant will be a confident and experienced hire that can lead stakeholders through the technical and design challenges of successful email marketing.

The person will have excellent coding skills and be a strong designer with a creative mindset. They will work within MSE’s unique Editorial Code which ensures integrity and an independent voice for MSE and is underpinned by “helping the consumer first”. They will be a catalyst for differentiating MSE in the marketplace. Relationship management skills are key, and we are looking for a great team player to partner our editorial team.

We are looking for an innovative and passionate consumer champion who believes in our vision of helping our customers and users save money in all aspects of life. You’ll be someone comfortable working in an editorially led organisation, and who understands why the editorial stance needs to remain independent from commercial objectives, yet is able to skillfully navigate this challenge with real entrepreneurial flair and commercial astuteness to continue to grow our financial success.

**What will you be doing?**

**Key responsibilities:**

* Work with our initiative Strategic Leaders to gain a deep understanding of their target audience, messaging and how they want their brand to be represented.
* Design effective emails that best represent the brand while optimised for conversion.
* Ensure consistency of email campaigns in webmail and app-based email clients.
* Build and maintain a suite of HTML email templates.
* Provide guidance to the CRM team and stakeholders on key contributors to email campaign conversion and hindrances to open rates.
* Ensure you remain fully abreast of the best ways to optimise email functionality within the differing email clients and ensure styling is consistent.

 **What do you need to excel in this role?**

**Essential:**

* Good knowledge of HTML email-rendering, bugs and potential workarounds.
* A good understanding of HTML and CSS programming languages for email.
* Strong attention to detail and problem solving skills.
* Proficient in Photoshop and Sketch.
* Excellent communication skills.
* Good understanding of accessibility issues and requirements.
* Strong written English.
* Experience of A/B testing within email campaigns.
* Experience building, coding, optimising and deploying email marketing campaigns.

**Nice to have:**

* Experience of A/B testing within email campaigns.

To apply, please email your CV and a covering letter outlining why you're applying for this role to jobs@moneysavingexpert.com.