

## Email Deliverability Lead

ValueFirst is seeking a talented, self-directed Email Deliverability Lead to ensure highly optimized delivery of email in Inbox of all ESP's. You have to be passionate about email technology, new deliverability updates from ESP's, highly analytical and fast learner. You will be a lead email deliverability guy who will be responsible to take care of transactional and marketing emails INBOX delivery and handle any deliverability issues.

### Key responsibilities:

- Responsible for e-mail delivery in inbox
- Daily checks of email deliverability to ESPs and resolve any conflicts in case of failures, blocks and bounces
- Responsibility will also include co-ordination with clients and giving them technical assistance on Email delivery
- Improve and maintain high Domain/IP reputation
- Troubleshoot and resolve deliverability problems in a scalable and efficient manner
- You are required to give consultation on deliverability strategy
- Work closely with engineering and product teams to build scalable tools for maintaining deliverability excellence and delivering a great experience
- Interact with ESP's and adapt to new changes as per new algorithms of ESP's
- Optimize MTA configs to ensure high throughput submission towards ESP's.

### Qualifications:

#### Minimum qualifications:

- 2+ years of work experience in email deliverability
- Bachelor's degree in technology or relevant field of study
- Excellent analytical skills

#### Preferred qualifications:

- Great understanding of MTA on both inbound and outbound
- Ability to work well in a cross functional team environment
- Excellent organization skills and attention to detail