

Digital & Email Specialist

Job Description

Are you looking for an opportunity to use your passion and email marketing skills to do what you love while changing lives?

In this position, you will be able to sharpen your digital marketing abilities. But the great part is that you will be doing work that matters.

We have an integrated fundraising and marketing team striving to share the message that giving to worthy causes brings joy and changes lives.

Our environment is fun and fast-paced, and we really do care about treating each other like we want to be treated.

The **Digital & Email Specialist** will be responsible for managing all email campaigns and communication and will report directly to the Digital Marketing Manager. This position requires a creative, analytical thinker who can apply marketing and project management skills in a fast-paced environment.

Email Development

- Create and administrate comprehensive email campaigns, to include drip campaigns
- Build and maintain desktop/tablet/mobile-responsive email templates in Luminate, a Blackbaud platform
- Test email design templates for a consistent look and feel across a variety of email platforms and devices and that includes testing across different web based and stand-alone platforms such as Outlook
- Administrate recurring e-newsletters
- Consult with stakeholders for quality assurance
- Define email list requirements
- Comply with Can-Spam guidelines and help to govern email list recipients
- Develop and execute testing strategies to determine optimal reach, engagement and conversion
- Monitor deliverability and help to remediate blocks, ISP blacklisting or IP issues
- Stay abreast of Luminate software updates and market changes
- Maintain Sender Profiles and Delivery Profiles
- Maintain knowledge of plug-ins, add-ons and other newly added or upcoming platform features
- Look for opportunities to automate processes within campaigns
- Demonstrate a clear understanding of CAN-SPAM regulations and ability to ensure compliance in a complex organization

Marketing

- Work closely with the Digital Marketing Manager and internal team members (campaign director, campaign managers, events managers and leaders) to meet and exceed fundraising goals, including but not limited to: donations, subscriptions, event sales, podcasts and lead generation.
- Manage email projects and campaigns from start to finish including donor flow, CTA's, copy, ROI, execution, approvals, continuous evaluation, optimization, analysis and reporting
- Support campaigns, seasonal promotions, newsletters and operational communications by creating and executing email journeys guiding donors to the next step
- Help create donor journeys and lifecycle campaigns
- Advise best practices and reinforce industry and organization email marketing standards
- Maintain communication with leadership and stakeholders, providing prompt answers to requests in order to determine how to convey clear and timely information
- Recommend testing strategies and advise techniques to improve email performance
- Collaborate with web analytics to analyze and distribute results to stakeholders
- Stay up to speed on market trends and best practices to ensure maximum deliverability and effectiveness

Preference Center Management

- Work closely with the VP of Integrated Mkt. and Fundraising, Campaigns Director and Managers, Content Manager and Social Media Specialist to continuously engage and provide value to donors, helping drive segmentation based on interest and preferences
- Work closely with the VP of Integrated Mkt., Campaigns Director and Development to develop and execute quarterly and annual communication plans for segmented groups based on communication preferences and ministry activities and interests

Develop and execute surveys via email and web to create two-way communication and gather data to improve donor experience and ability to create personalized campaigns

Digital Assistance

At the direction of the Digital Marketing Manager, provide assistance with web updates, SEO and digital assignments.

Special projects as needed, to include transitional work with campaigns and advertising - based on workload and organizational needs.

Desired Experience & Knowledge

- 3+ years experience in email marketing
- Knowledge of Luminate (not required) and/or ability to train and serve as resident expert
- Thrives in a small team, start-up environment
- Very organized, detail oriented, and able to prioritize work
- Passion for helping others
- Experience in managing social media community groups
- Familiarity in and around WordPress
- Basic knowledge of HTML and CSS

Does this sound like you? If so, please apply now. We're excited about starting the conversation!

EOE/M/F/Vet/Disabled