

Position: EMAIL MARKETING MANAGER
Department: Marketing and Development
Reports to: Marketing and Communications Director
Date Prepared: March 2019

THE ORGANIZATION

United Way of Salt Lake (UWSL) is changing the way organizations, communities, schools, governments, and individuals work to fix complex social problems. Together, we can help every child and family succeed at school and life. UWSL's workplace is fast-paced, friendly, adaptive, and grounded in our core values: relationships, continuous improvement, results, and innovation. We offer competitive compensation including a comprehensive benefit package, generous paid time off, and flexible schedules. People with diverse backgrounds and abilities are encouraged to apply. Join us in changing the world, and giving everyone in our community the opportunity to live their best life.

POSITION OVERVIEW

The Email Marketing Manager (EMM) reports directly to the Marketing and Communications Director (MCD). The EMM is responsible for implementing and using technology solutions (Salesforce - Marketing Cloud) to help broaden United Way of Salt Lake's base of support, deepen engagement with current donors, advocates, and volunteers, and increase engagement through email channels. The EMM is responsible for organizing email campaigns specific to United Way of Salt Lake's digital marketing and engagement goals and priorities. In addition, the EMM will work closely with the MCD to develop analytics and track results of digital campaigns and strategies.

ESSENTIAL FUNCTIONS

1. Build, manage and execute email campaigns in Salesforce Marketing Cloud
2. Analyze data to adapt/improve strategy and ROI
3. Work in Marketing Cloud and Salesforce to segment and communicate with constituents
4. Help develop and manage multi-channel digital marketing and fundraising campaigns
5. Integrate email automation into email marketing strategies
6. Manage monthly and year-long email calendars across organization
7. Work with United Way Worldwide on cross-marketing digital engagement and advocacy campaigns
8. Other duties as assigned

QUALIFICATIONS

- Knowledge of email marketing technologies and techniques
- Experience developing and managing a metrics driven, people-centered plan
- Proven ability to build consensus and work effectively with cross-departmental teams
- Excellent verbal, written, and interpersonal communication skills
- Strong organization and project management skills with the ability to track and manage multiple campaigns/projects at a time
- Passion for creating compelling and personalized digital customer experience

MINIMUM REQUIREMENTS

- 2 years of experience creating and managing email marketing campaigns
- Working knowledge of CRM systems (Salesforce Nonprofit Success Pack a plus)
- Strong understanding of email marketing tools (Salesforce Marketing Cloud a plus)
- Bachelor's degree in Marketing, Communications, or a related field
- Experience in non-profit and/or fundraising a plus

PHYSICAL REQUIREMENTS

The employee is regularly required to communicate clearly, in oral and written formats, with others in person, over the phone, and via other devices; must be able to transcribe, read extensively, prepare and analyze data and figures, operate a computer and other standard office machinery. The employee must have the means and ability to travel; to lift, carry, push and/or pull objects weighing up to 30lbs.

BENEFITS

The position is full-time, exempt with complete benefits. Salary to commensurate with experience.

APPLY

Please visit UWSL's [Career Center](#). A complete application will include a resume and cover letter. You may contact jobs@uw.org if you have any questions regarding employment opportunities.