



Email Marketing Officer

Full-Time

United Way of Calgary and Area is the largest non-government source of funding for human care and community support programs in the Calgary region. United Way works with its community partners to build sustainable solutions for the future, while providing services today to improve lives of people when they need it most.

United Way of Calgary and Area is looking for a full-time Email Marketing Officer to join the Marketing, Media, and Communications department. Reporting to the Lead, Digital Marketing & Platforms, this Email Marketing Officer will work to plan, implement, and maintain the overall email marketing strategy. Working within a multi-disciplinary team, this role will determine target audiences, devise lead generation and nurture campaigns to engage existing donors and prospective donor audiences along with other stakeholder groups.

Accountabilities and responsibilities:

- Inform and implement effective email marketing campaigns that cater to both existing and prospective donors — including regular touchpoints, newsletters, and ongoing email engagement and conversion journeys
- Create emails, landing pages, and perform general program setup and maintenance in MailChimp and Salesforce Marketing Cloud
- Implement best practices in marketing automation, lead management, and list segmentation to turn email marketing into a key revenue driver
- Use audience insights and research to inform email marketing approach for different audiences
- Examine and analyze current email marketing strategies and make suggestions on improvements based on analytics and conversion trends to help create better future campaigns
- Manage multiple email projects simultaneously, taking ownership of project tasks to deliver the desired results in a timely manner.
- Collaborate with team members to gather requirements, get feedback, and present results
- Train email system users on best practices and how to use email marketing tools, such as Salesforce Marketing Cloud or MailChimp

Experience and skills:

- 3-5 years' experience in digital and email marketing
- Proven past experience in email marketing, lead nurturing, marketing automation, and reporting
- Post-secondary degree or diploma in marketing, communications, or relevant field
- Strong interpersonal, organizational, and project management skills
- Skilled in time management, with ability to balance competing priorities and meet deadlines under pressure
- Strong analytical and communication skills
- Experience in copy writing and content adaptation
- Experience using CRM and marketing automation tools like Salesforce Marketing Cloud, Pardot, and/or MailChimp
- Knowledge in HTML, CSS, and other digital languages an asset
- Knowledge in Adobe Creative Suite, Microsoft Office, and SharePoint an asset

Instructions:

- **Reply by email no later than 4 pm on March 17, 2020**
- **Reply to:** hr@calgaryunitedway.org
- **Subject Line:** Email Marketing Officer– Your Name
- **Attachment:** Your email should include **one PDF attachment** combining the cover letter and resume. Please state your **salary expectations** in your cover letter.
- Please name the attachment **last name_first name** (example: singh_tanya.pdf)

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We thank all applicants for their interest and effort in applying for this position, however, only those being considered will be contacted.